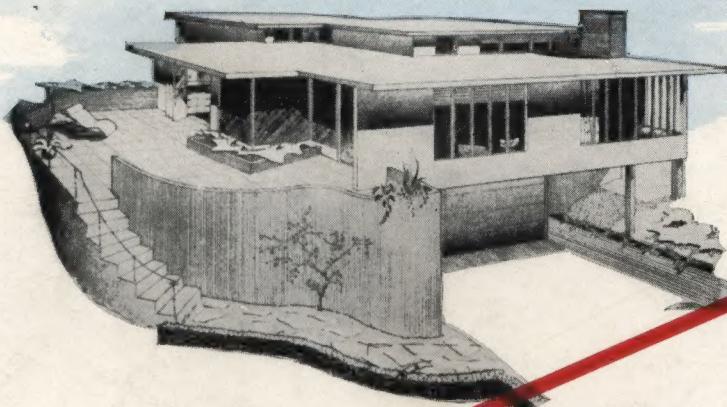


Wisdom in **HOMES**

by

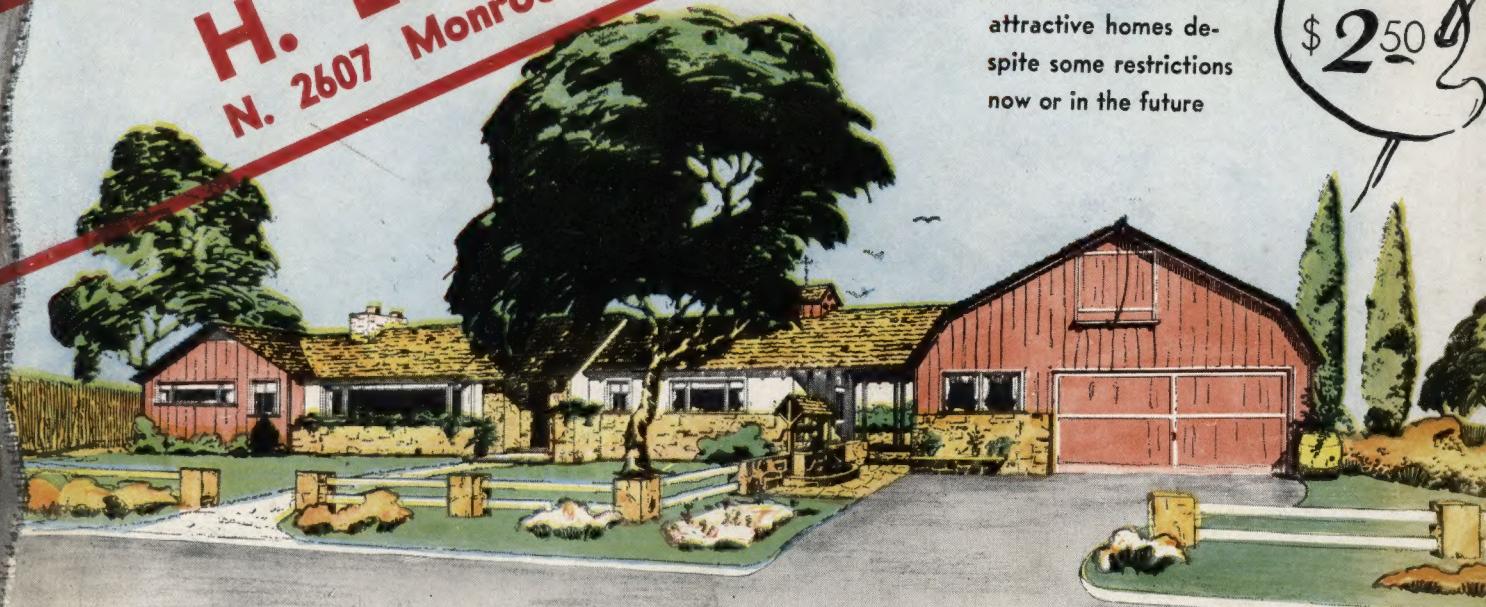
W. E. LINDMAN



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- Designed for Mr. and Mrs. America never too tired to dream and to build;
- HERE IS HOW you can make your dreams come true;
- HERE IS HOW you can build a Home without expensive previous consultations in designers, builders and permit offices;
- HERE IS HOW you can build BETTER and more attractive homes despite some restrictions now or in the future

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WISDOM
IN
HOMES

HOMES *

W. E. BINDMAN

WISDOM
IN
HOMES

by

W. E. LINDMAN



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HOLLYWOOD 28, CALIFORNIA

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I DEDICATE

this attempt at making life just a little nicer to those people who find gratifying self-expression in their homes. These pages have been made possible through the assistance and understanding of my past associates and clientele. With their help I have been able to make possible those things that have come to be considered unusual and worthwhile.

I wish to express my thanks to the press and to the hundreds of people in the United States who have so kindly written and spoken words of confidence and encouragement to me in my work.

My sincere appreciation to my friend, Anthony M. de Seda, LL.D., for his esteemed genuine interest and inspirational guidance.

Affectionate consideration to Louise, my wife, for her unwavering faith and worthy contributions in this united effort.

W. E. LINDMAN.

A
MERICA'S UNSURPASSED PROGRESS
IN CREATING AND BUILDING IS ASCRIBABLE TO
THE COURAGEOUS MEN AND WOMEN OF THIS
NATION WHO NEVER TIRED, ALWAYS YOUNG IN
HEART, NEVER STOPPED INVENTING, DISCOVER-
ING AND FINALLY SHARING THEIR ACHIEVE-
MENTS WITH THEIR FELLOW MAN.

A FEW OF THOSE AMERICAN INVENTORS, CRE-
ATORS, AND BUILDERS IN GENERAL, ARE
MENTIONED IN THIS BOOK; THEY ARE MEN IN A
SOUND BUSINESS AND OUTSTANDING IN THEIR
INTELLIGENCE AND READINESS TO DO GOOD
BUSINESS.

I HAVE RECOMMENDED THOSE MEN FOR CON-
SIDERATION BECAUSE OF MY RESPECT FOR
QUALITY, NOT EXPECTING COMPENSATION.
I SHALL RECOMMEND OTHERS WHENEVER THE
OCCASION ARISES FOR I FEEL THAT "WISDOM
IN HOMES" NEEDS WISDOM IN INSTALLING AS
WELL AS MAINTAINING THESE HOMES.

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Dear Mr. and Mrs. America:

NEEDS for "individual living" have been exemplified to me by the hundreds of letters and telephone calls I received from all over the United States following newspaper publication two years ago of the little farm home pictured on the cover of this book. Realizing I was not alone in the desire for individual living I decided to compile my ideas for presentation to you.

Cultured man has an innate desire to be different from the other fellow and in this machine age where mass production has made life easier it also has made cold impersonal duplications. More and more prospective home owners are becoming conscious of the fact that the warm, hospitable, personal touches in a home are the ones they remember. Childhood nostalgia overtakes us unwittingly sometimes when our thoughts dwell on soft golden pine, warm red maple, gay calicos and plaids, a spacious hearth, a garden gate — or perhaps we are intrigued with the perfect modern and its handsome sweeping lines, its smart, spacious, clean look. All of these little things are the direct contrast and welcome refuge we seek when we leave our jobs and head HOME! The added cost for beauty is negligible, the practical home need not be a "plain Jane". The increasingly popular farm home we enjoy today has great charm reminiscent of what we fondly call "the good old days". It may be elaborately beautiful or simply cute; modern, quaint or contemporary, its versatility makes it dear to many hearts with slim pocketbooks. Another cheerful thought is the advanced modern which no longer wears that "clinic look" but is truly an inviting functional home. All individual needs and tastes can be incorporated by deft use of the same materials employed in period and farm homes, eliminating the psychological chill formerly associated with modern and giving it its just position among fine homes.

Indoor-outdoor living may be equally enjoyed whether farm, modern or period. A wise investment is the home that shows value for money spent, one that is attractively comfortable — a joy in which to live and entertain.

A man's home is his castle, and rightly so!

W. E. L.

PART ONE

HOMES OF OUR TIMES



Lil Red Barn

HERE I am and here I am going to stay!

I was born 400 years ago, and I will live another thousand.

Some people say I am snooty because my nose is in the air, but I have served well in the past.

I am fat and chunky and solid.

I have heard my owner say, "Isn't it adorable?

It didn't cost much to build because of the squareness of the structure and it was easy to put the board and batten on ourselves, we did it on weekends.

The inside was easy to do, too, because we used natural woods on our walls, and on the areas that have paper we used dry wall construction.

Don't you love our colonial wall paper?

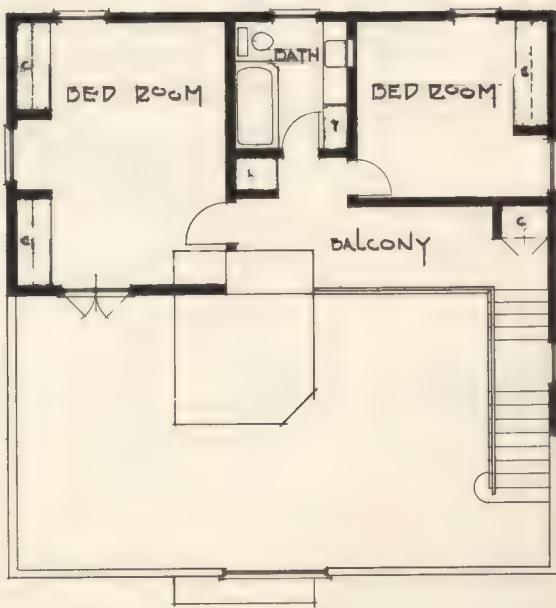
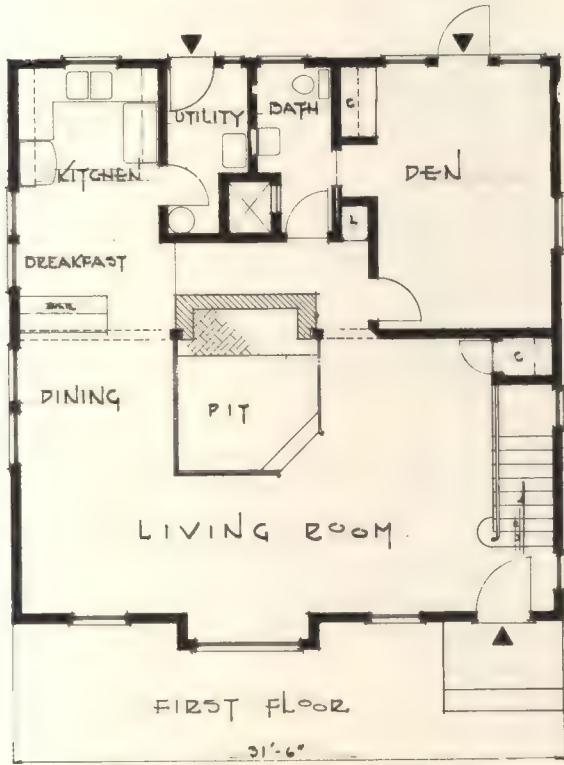
This home abounds in cozy comfort and can be added to with wings in any of the four directions, as has long been the practice of growing families.

That is what I heard and feel.

I know I have a lot of roof, but I cover a lot of happiness.

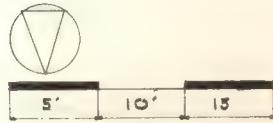
My heart is the large fireplace set in the center of the house with an old-fashioned stew pot cradled over a fire and copper ware sitting on the ledges.

I am real down-to-earth solid comfort, and when friends are gathered in the well before my hearth, your happiness will be mine.



SECOND FLOOR

• ELEVEN •



FIRST 1020 SQ.FT.
SECOND 510 SQ.FT.

Chinese Modern



MODERN with refinement and flavor of the old world orient is revealed in this interesting home.

Smooth lines with oriental decor combine to give it a very pleasant sparkle.

Wide overhanging eaves and wooden louvers give the illusion of being closer to the ground.

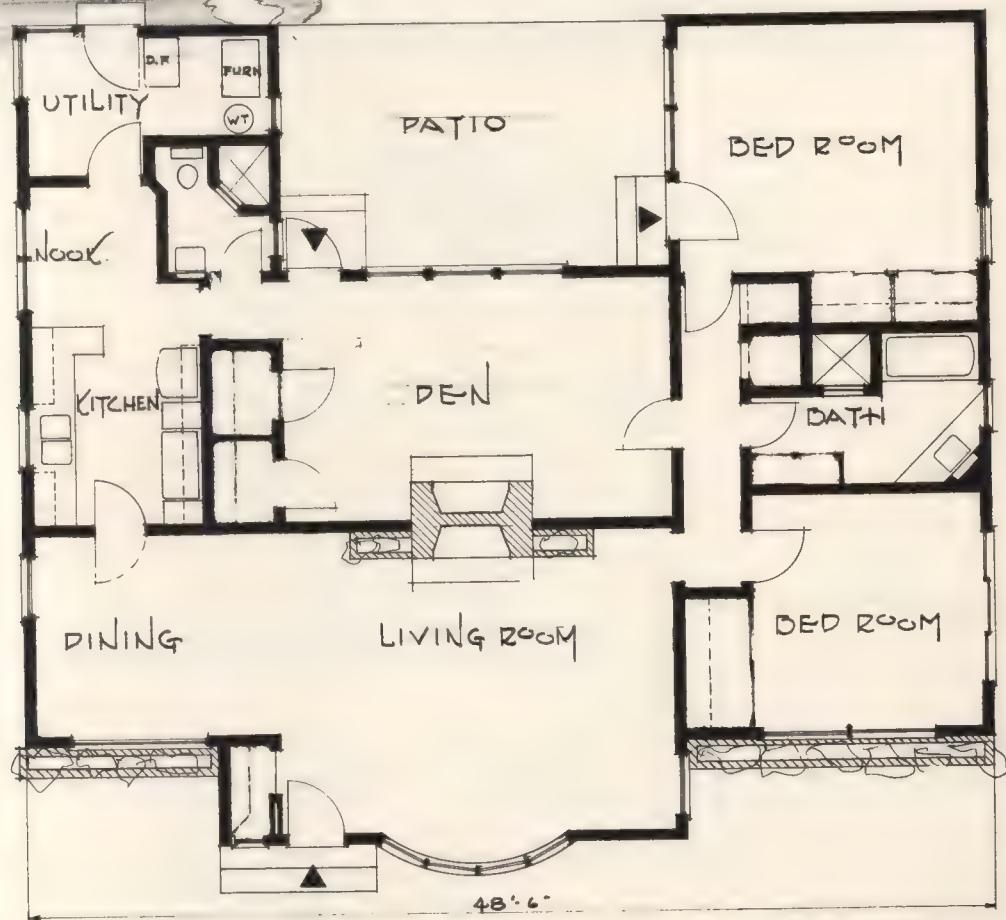
The crystal brightness of the crushed white ceramic on the low-pitched roof has function as well as beauty since its reflection qualities serve to protect the house from the hot sun.

The U-shaped structure embraces a private yard for outdoor living and places the den, or study, in a section of its own.

This is an ideal arrangement with living, working and sleeping areas each in their own district.

Much closet and cupboard space has been provided along with every modern convenience.

Decorating this superb home could be an exciting adventure if given a delicate touch of Chinese—just enough to capture the mysterious beauty of things oriental.



LIVING AREA 1604 SQ.FT.
PATIO AREA 234 SQ.FT.

5' 10' 15'

The Brentwood



DELIGHTFUL escape into American provincial surroundings is the atmosphere furnished by this fine home.

It bespeaks country living and solidarity through its stone, wood siding, and its split shake roof.

Although the footage is small it wears an air of spaciousness and family needs are well thought out.

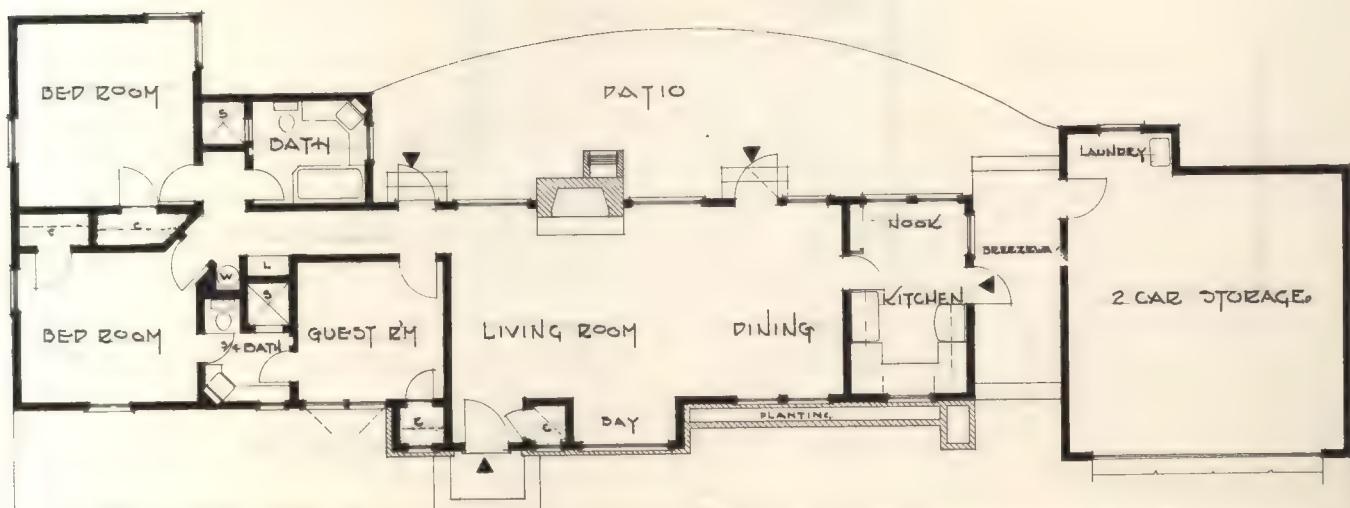
An old cobbler's bench, a spinning wheel or other treasures steeped in the American tradition would feel quite proper here blending with the natural wood walls, beam ceiling and impressive stone fireplace.

Outdoor living is generously provided, and much credit will be given the covered breezeway in bad weather as it provides sheltered passage to the house, garage or backyard.

This home is offered to you in three sizes, 1236 sq. ft., approx. 1550 sq. ft., and approx. 1800 sq. ft.

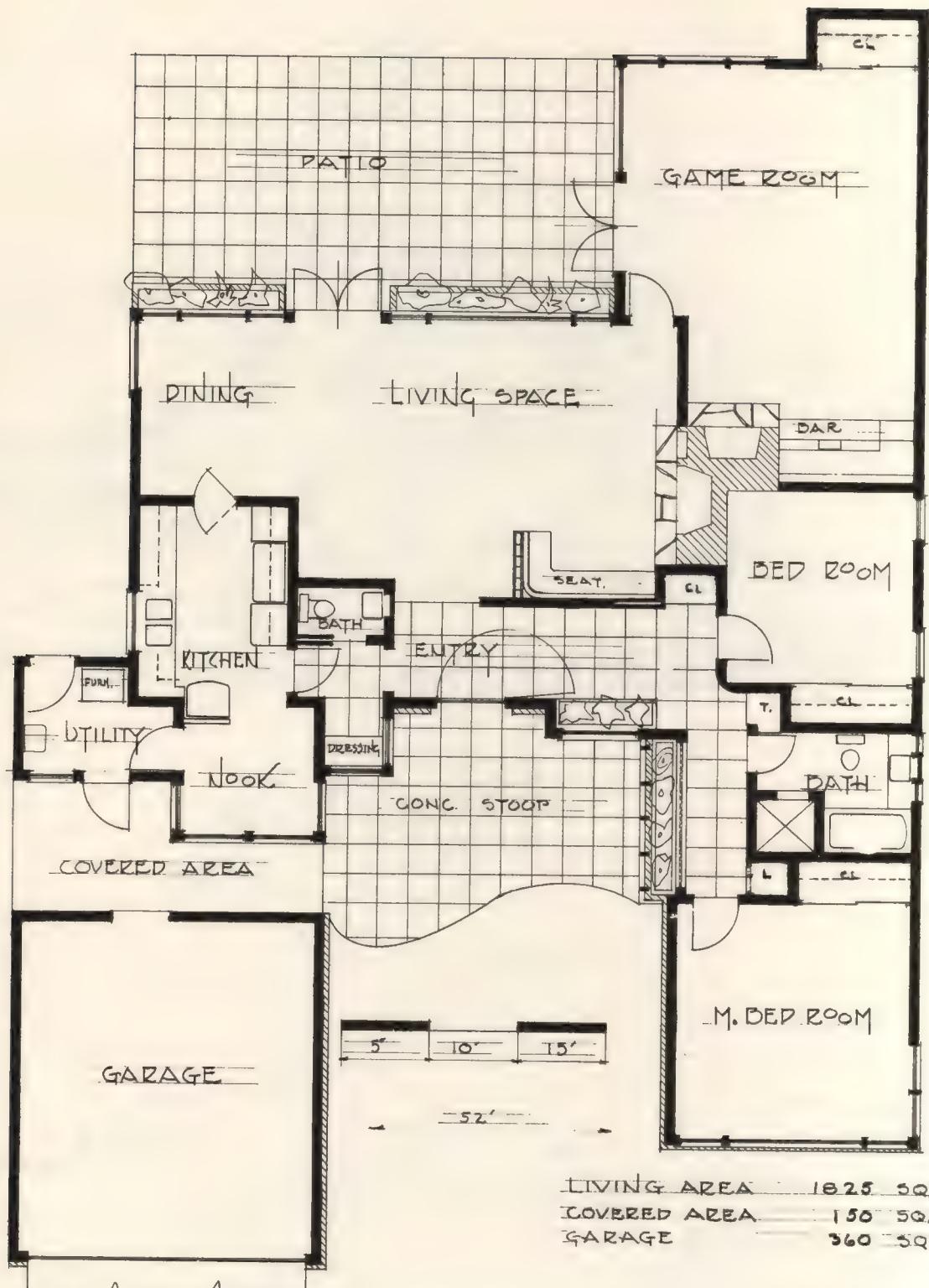


•THE BRENTWOOD•

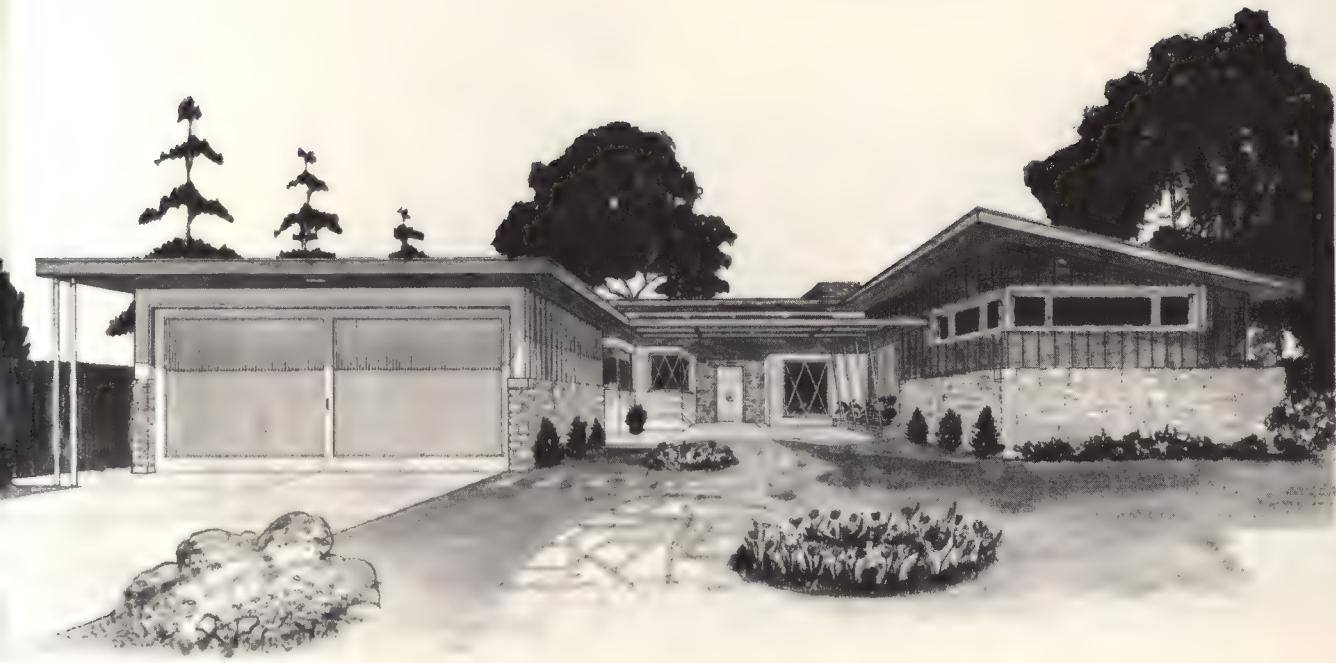


5' 10' 15'

FLOOR AREA 1236 SQ.FT.
COVERED AREA 108 SQ.FT.
GARAGE 424 SQ.FT.



The Parkview



THE unusual arrangement of this house provides for every requirement of a small family with diversified activities.

A planting area in the entrance hall is built in complement to the one immediately outside, separated by corrugated glass.

As you step inside its filtered light possesses you with the mystery of a tropical jungle.

For convenience of guests it has a complete powder room.

Around the large low modern fireplace are built-in lounge seats shut off from the entrance hall by a partition of glass blocks.

For extended activities the patio is directly off the living room, dining room and den.

This den forms an ell to the building, it has a separate fireplace and a spacious refreshment bar.

A built in closet is also furnished for over-night guests.

One wall is left windowless to accommodate furniture, musical instruments or games.

The bedrooms are to the right of the entrance hall in an isolated area.

Tropical planting has been arranged for in this hall also.

Windows are high not only for style but for furniture placement beneath.

The kitchen and breakfast area are at the far end of the entry making it convenient to get to and from the front or the side.

Roof structure of the house provides simplicity of ceiling construction which could be either exposed rafters or ceiling joists for plastered ceilings.

For privacy, corrugated glass is used.

The exterior is of stucco, stone, board and battens.

It is a home for the discriminate city dweller and would be a joy to decorate carrying out the theme of modern living to the fullest extent.

Good Neighbor



CREATED for the average city lot.

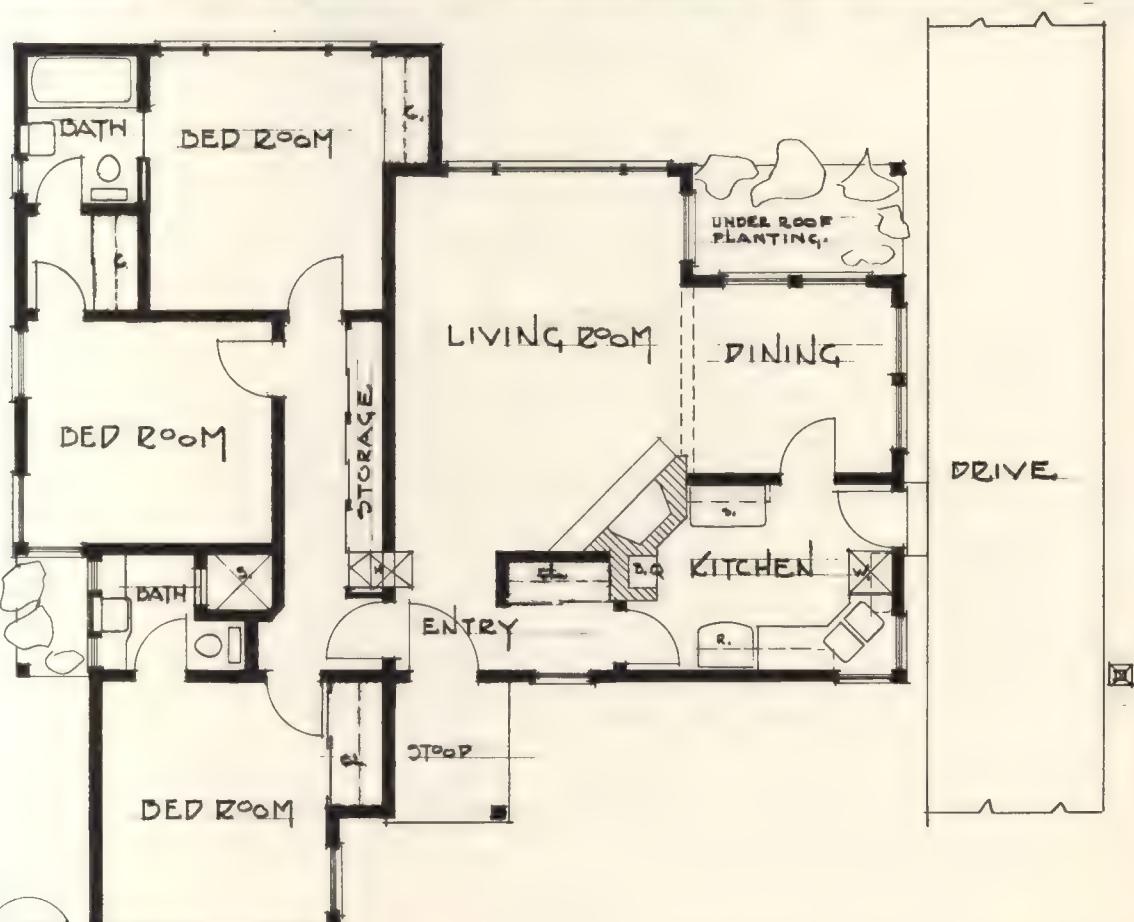
As the illustration shows the driveway passes the kitchen area to a garage in the rear.

However, in the event your property is sufficiently wide to handle the garage alongside the house, a breezeway may be built between the house and the garage, the added width, of course, making it appear larger and a bit more dashing.

Good Neighbor with its well balanced use of materials, has all the dignity and charm of a large home.

Its center-hall gives access to various parts of the house without making hallways out of any rooms.

Its smooth compactness furnishes easy living for the small family in any good neighborhood.



LIVING AREA 1103 SQ.FT.
COVERED AREA 91 SQ.FT.

40'

The Palisades



BRISK little modern with a growth potential as shown in the lighter lines of the floor layout opposite.

The studio-type window in the front is built of 2x6's placed horizontally and vertically with glass set in the openings.

This treatment in itself is very individualistic and is the center of attraction carefully set off by the smart modern brick fireplace which can be added to, to provide comfort in the adjacent den. There is no lost space, an entrance hall is not deemed necessary since the front door is sheltered by the roof overhang.

The cubic layout is the simplest form of building, especially for the beginner.

No plastering is necessary inside or out.

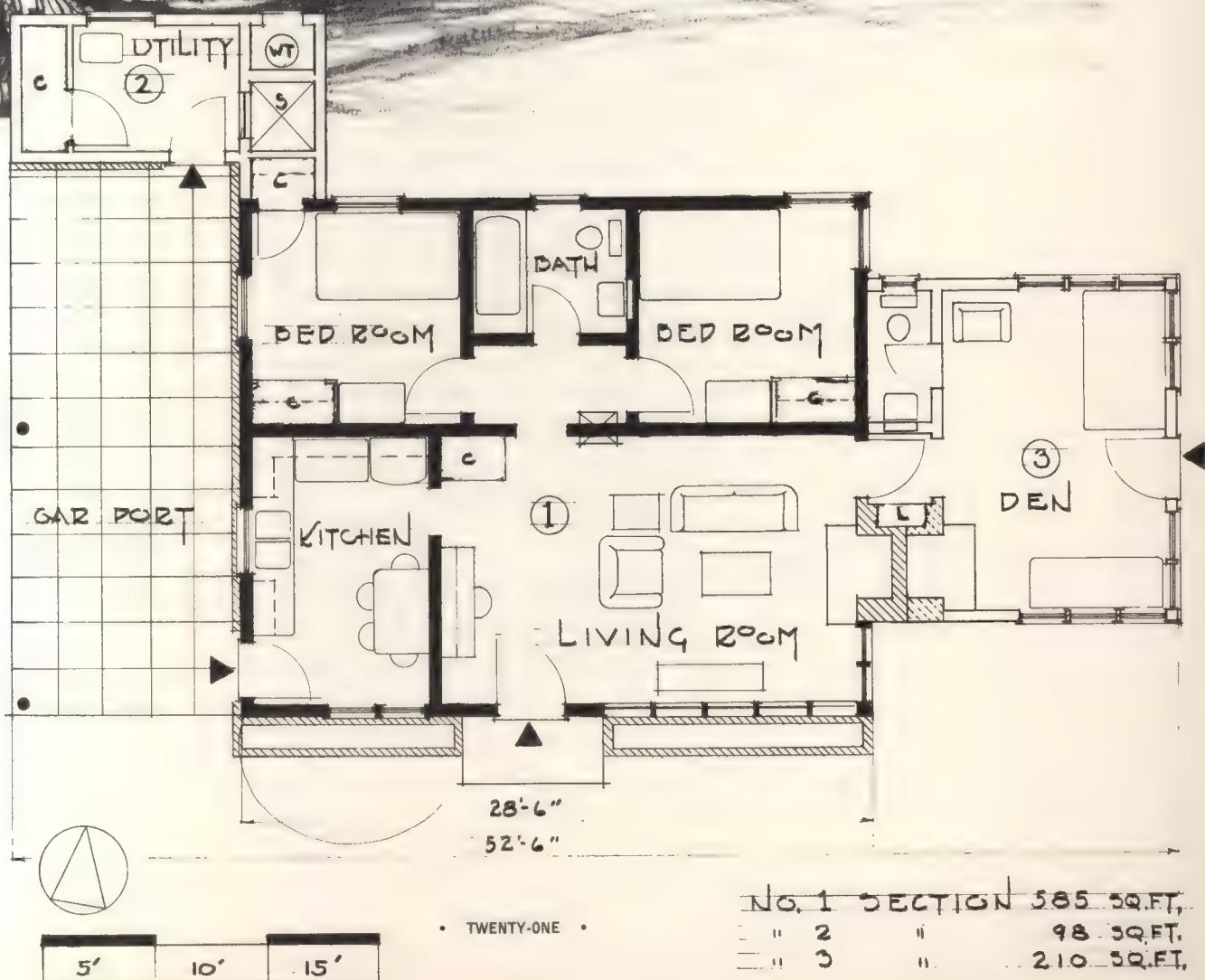
Exposed rafters make up the ceiling construction and wood veneer in its various types provides ease of construction for the interior walls.

The pre-fabricated metal and plastic tiles are easily applied by an amateur.

Concrete slab construction properly membraned against moisture can be finished in many attractive ways—asphalt tile, rubber tile, wall-to-wall padded carpeting, parquet oak flooring, linoleum, or, colored concrete may be substituted until a later date when these products can be applied conveniently.

The outside structure is all wood in either board and batten, lap siding or large shingles.

An amateur with determination can easily apply any of these items as well as lay the brick planter and veneer on the side as shown.



YOU HAVE just viewed examples of small homes suitable for building on flat parcels of ground.

Should any one of these have pleased you, kindly ask us for working drawings and general notes which will facilitate your getting your official permit and enable you to sign an agreement with your contractor without further consultation.

Price of each preceding home drawing

\$50.00

for five sets

Should your selection be a hillside home, send an additional \$75.00 and a one-foot contour map of your property, in one-eighth scale, for special foundation drawings.

Inquiries including your remittance may be addressed to

**WISDOM IN HOMES
4068 Crenshaw Boulevard
Los Angeles 8, California**

N O C. O. D.'S P L E A S E

NOTICE NOW THE ESSENTIALS OF YOUR
HOME, ONE OF THESE IS

HARDWARE

★

LIKE gems in a beautiful setting, your finish hardware should be a subtle adornment to your home and carefully chosen.

When one considers the comparative cost of cheap hardware with that of quality and well designed types, the difference is not great and more than likely you will feel the beauty contributed well worth while.

In my years of building finer homes I have come in contact with a number of companies that are interested only in the sale of hardware.

You make your choice and right or wrong it's all right with them.

However I have found one outstanding exception to that kind of dealer in the person of Mr. V. M. Carter of the BUILDERS EMPORIUM of Los Angeles, California.

The prime interest of this firm is satisfaction and true guidance to the home builder in selecting hardware in harmony with the home style.

I highly recommend your corresponding with Builders Emporium when it is time for hardware selection; they have nationwide distribution and a complete stock from which to select.

Loan a plan of your home to Builders Emporium if you seek courteous and considerate aid in choosing the right hardware for your home.

Other hardware, such as bolts, nails and angle irons may be purchased from either your hardware man or the lumber company.

Approximately two per cent at the most represents the cost of hardware for your home.

PART TWO

HOMES OF THE COUNTRY



Rural Retreat

THIS home has been created for an extrovert in mind but an introvert at heart, so to speak.

You are aware of hidden-away values as you approach this beautiful, gleaming house.

The mysteries are soon unfolded when you enter the spacious entrance hall flooded with light from the clerestory windows above. It is modern in every respect.

The rear of the house may possess a view developed by the owners in the form of a flower garden and large patio.

Sliding glass panels expose the entire rear portion of the recreation and living area of the house to the patio for the best in-door-out-door living.

The very large living room fireplace extends into an unusual elevated and hooded fire pit open on three sides.

It is grated for barbequeing and with the glass wall panels open, readily accessible to the outdoors.

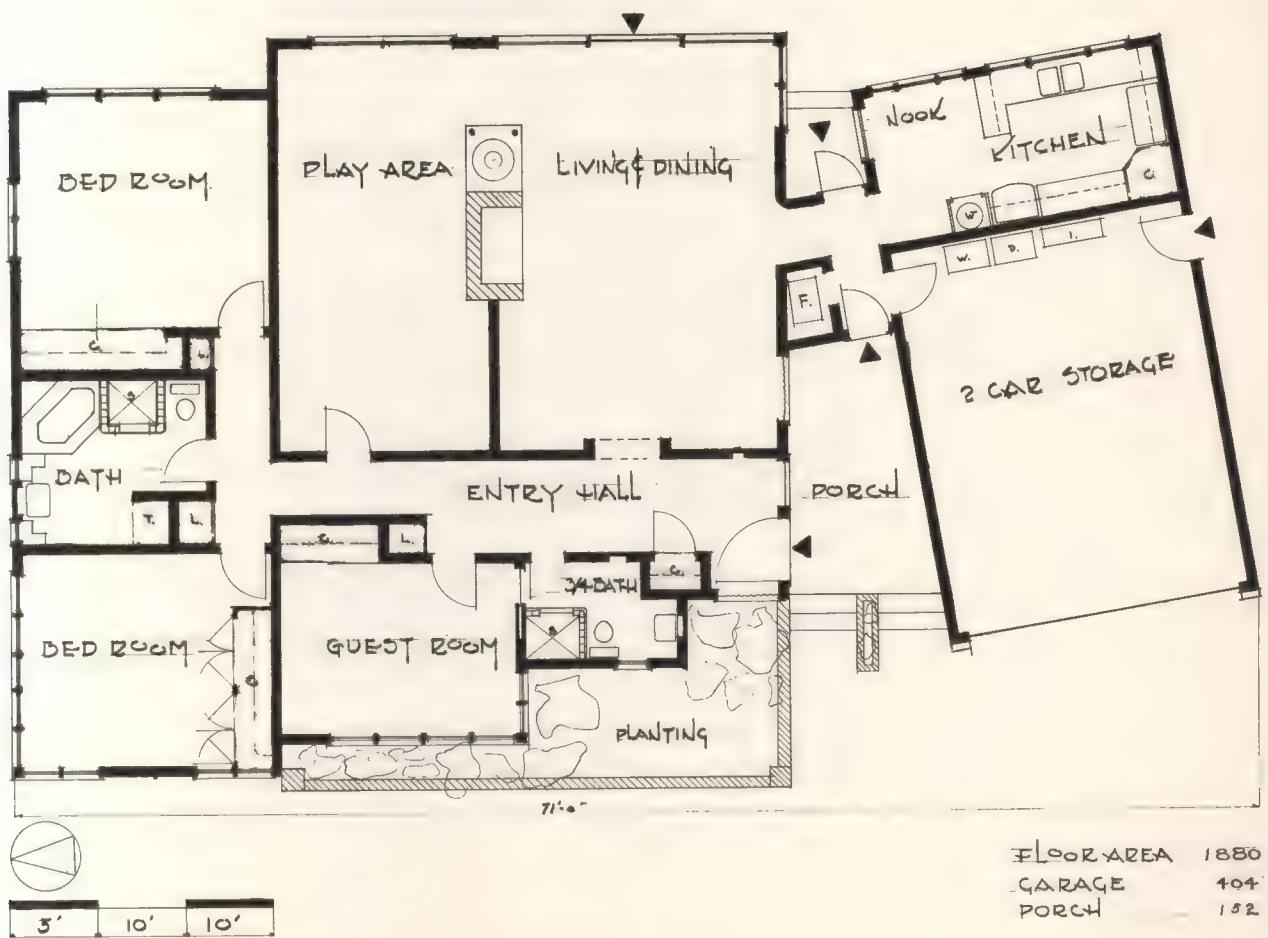
The bedrooms with high room-length windows make arrangement of furniture easy in many different ways.

The bathrooms are smartly modern with their glass block showers, closed-off commode and neo-angle tub.

The kitchen and breakfast area is a unit by itself.

To gain entrance to this area it is not necessary to go through any part of the house since it has its own front and back door, an unusual arrangement but very satisfactory in function.

Much thought has been given to Rural Retreat as a family home and it has been accepted as such.



Country Gentleman



MORE attention has been given this casual home than any other small home created by "Wisdom In Homes".

Home lovers all over the nation have shown great interest in it.

It has the spice and leisure of the tweed-coated, brogue-wearing gentleman.

It is a "natural" for the commuter who wants to live in the atmosphere of his boyhood dreams or memories, a complete change from the routine urban centers.

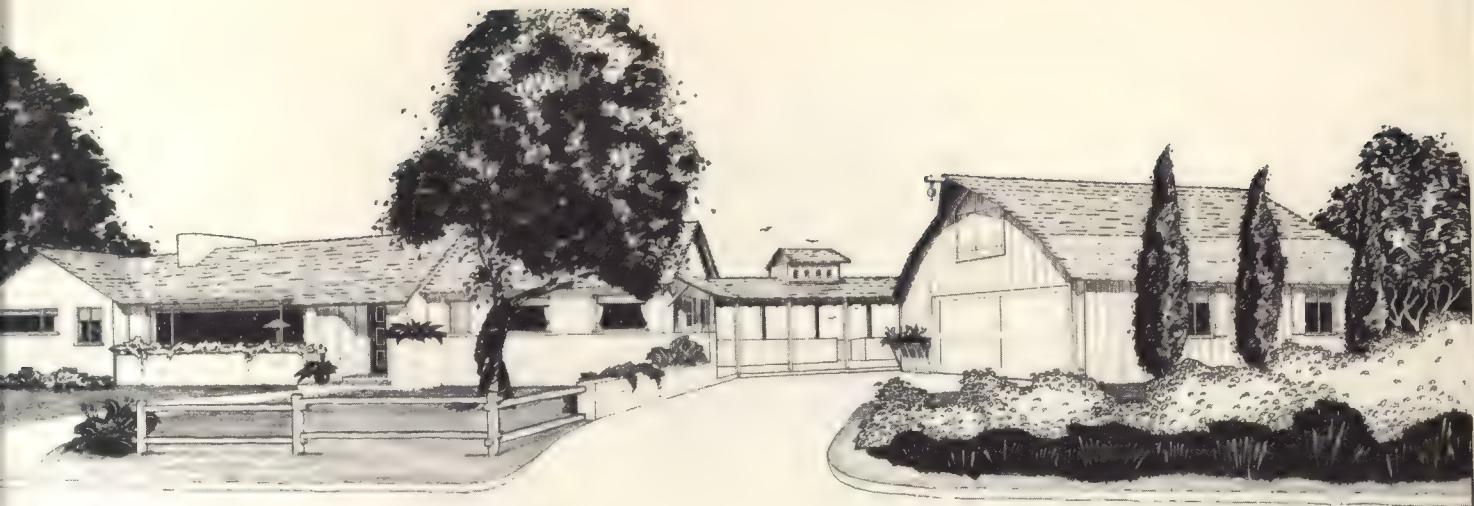
The restfulness of its knotty pine, used brick, sturdy plank floors and beam ceilings provides a marvelous background for interior decorating, which has become the hobby of so many American home-makers.

It does not require elaborate furnishings, but rather the informal slip-cover types and home-shop-built furniture from pine or other workable woods with which you love to live.

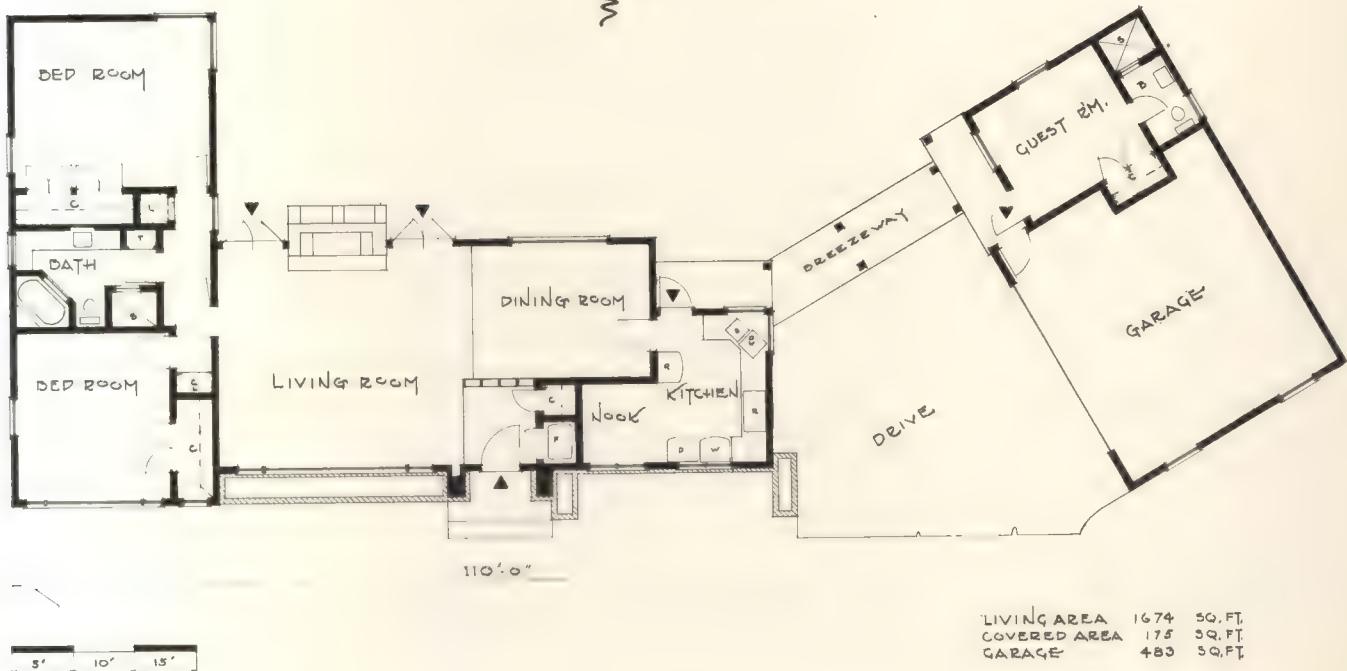
Kitchen cabinets are of knotty pine with black H&L hand wrought hinges, and rich with country tradition are the red quarry tile work table tops.

A large living room fireplace is joined in back by another for out-door cooking and located for convenience from kitchen, living and guest rooms.

Many happy days will be spent at home in these pleasant, useful surroundings.



THE
 "COUNTRY GENTLEMAN"
 of our
 CHANGING TIMES



The San Fernando



THE San Fernando is a composite of requirements for many families desiring rural living.

The home shown here has the advantage of an additional bedroom which may be added to the ell wing by cutting a hallway through the present rear bedroom and joining the two.

If the property is wide enough to accommodate a double garage on the side, a breezeway can be effected from the kitchen with a garage attached.

The garage may also be located at the back of the property off an alley or a driveway may run along the side of the house to the rear.

A bit of formality has been added to bring more of the Victorian era to the interior.

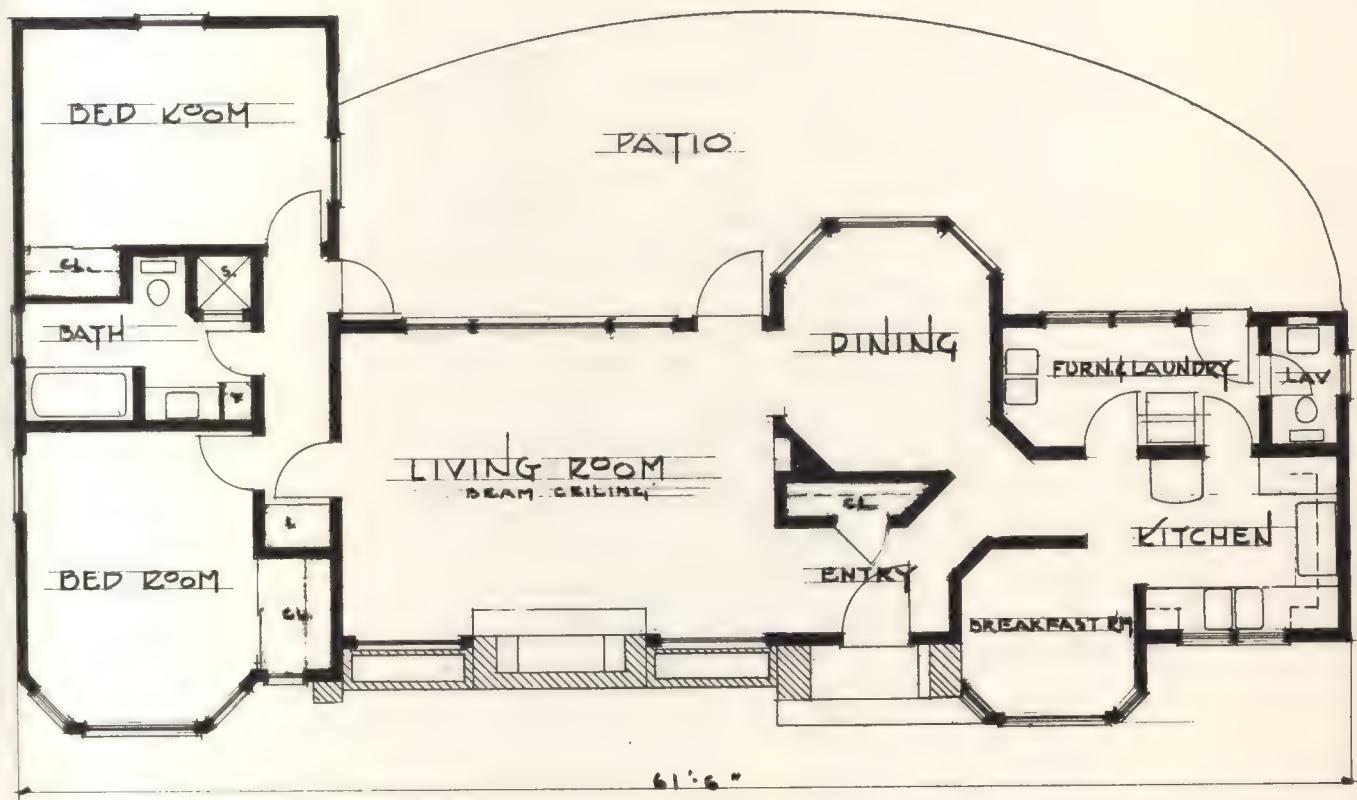
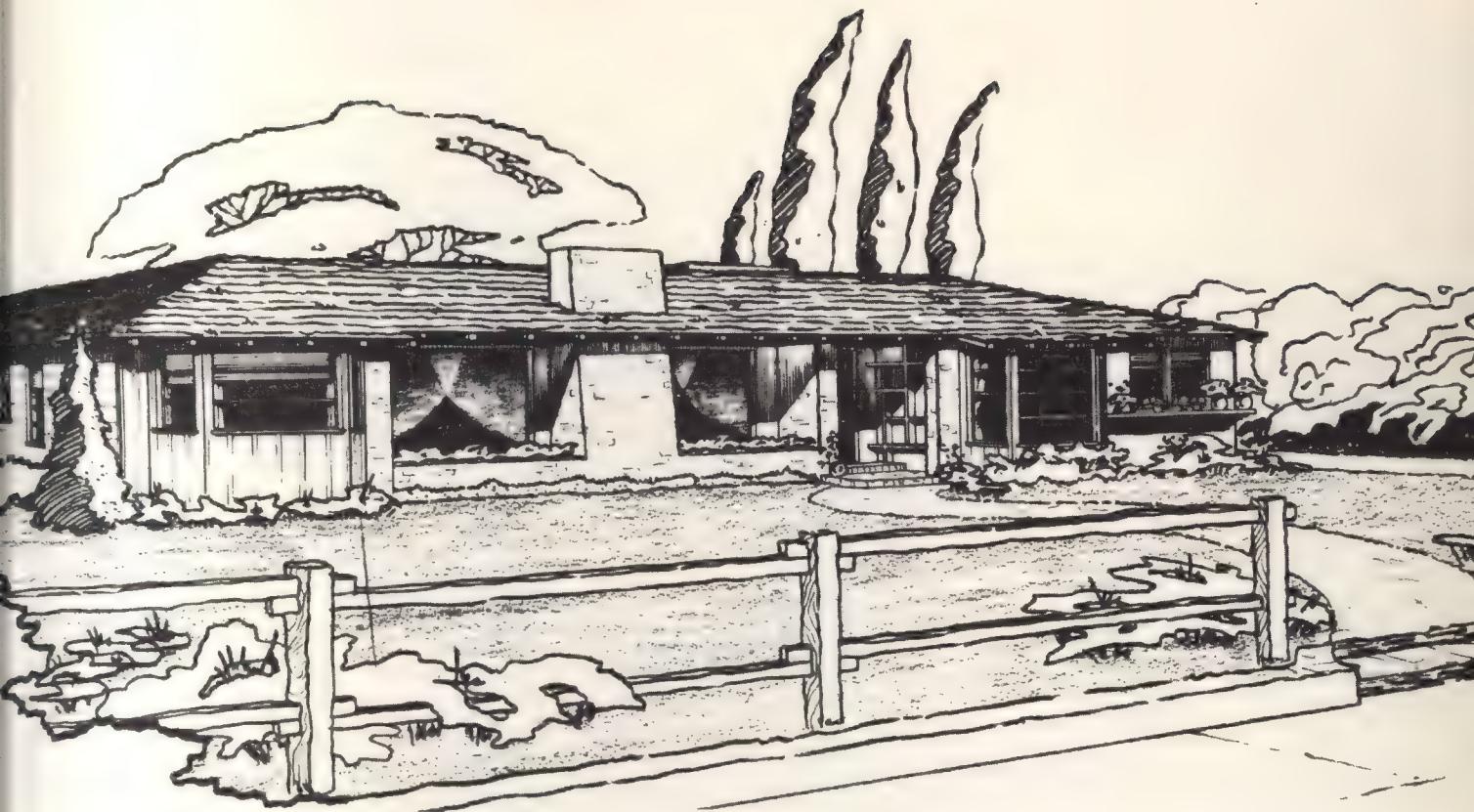
The hexagon shape of the dining and breakfast rooms is an interesting deviation from the usual.

It is suggested that scenic papers be used above the painted wainscoting which should not be higher than three and one-half feet.

The U-shaped kitchen has every advantage in function and service for the home-maker to either the dining or breakfast room.

A large closet off the entrance hall is deep enough to accommodate golf clubs, card tables and various sporting equipment.

The immenseness of the fireplace adds a cozy quiet charm to the living room which may well lead a double life—serving as a den too.



8' 10' 15'

The Forty-Niner



IN CONTRAST to the Country Gentleman this home exhibits more of an environment of the old homestead, one would almost expect to see hay sticking out of the loft over the garage and pigeons busily flying in and out of the cote on the roof.

Even a hitching post out front would be apropos.

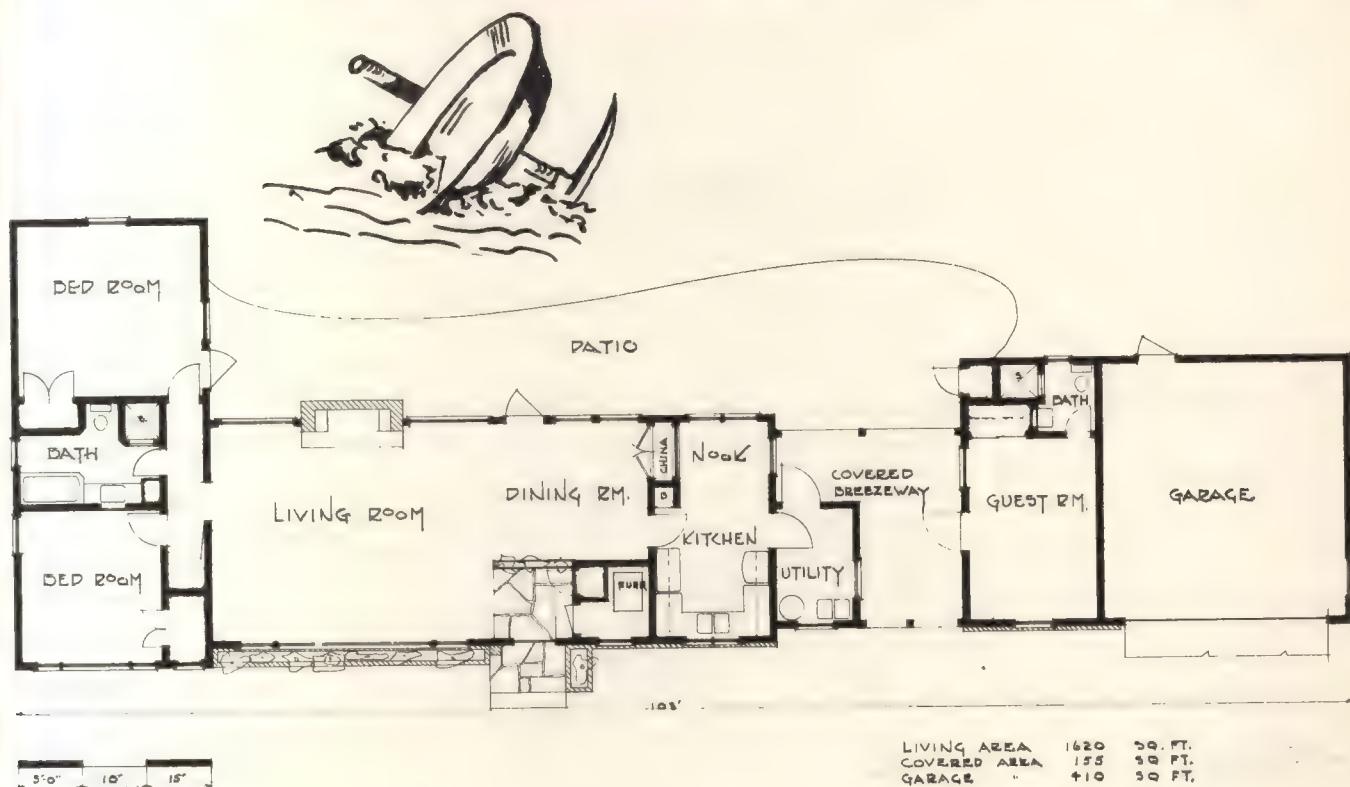
Decorated in barn-red with white and Vandyke brown trim, it is one of the most desirable of the rambling type.

Interior treatment is in harmony with the outside impression, cleverly uniting today's conveniences with an aspect of yesteryear.

Hand-hewn beams in the ceiling, plank flooring and a cozy fireplace with a crane and iron pot invite you to linger in the very hospitable living room.

The dining room boasts a plate rail capping a wainscoting of rich wood with the rest of the wall and ceiling covered in small figured paper.

Presenting American tradition in today's manner.



The Mojave



AS American as the Mojave desert but not as severe.

The achievement of unhurried living is accomplished in this snug little home.

It may well be the fulfillment of many dreams for a home that can be built with the thought of adding another room in the future.

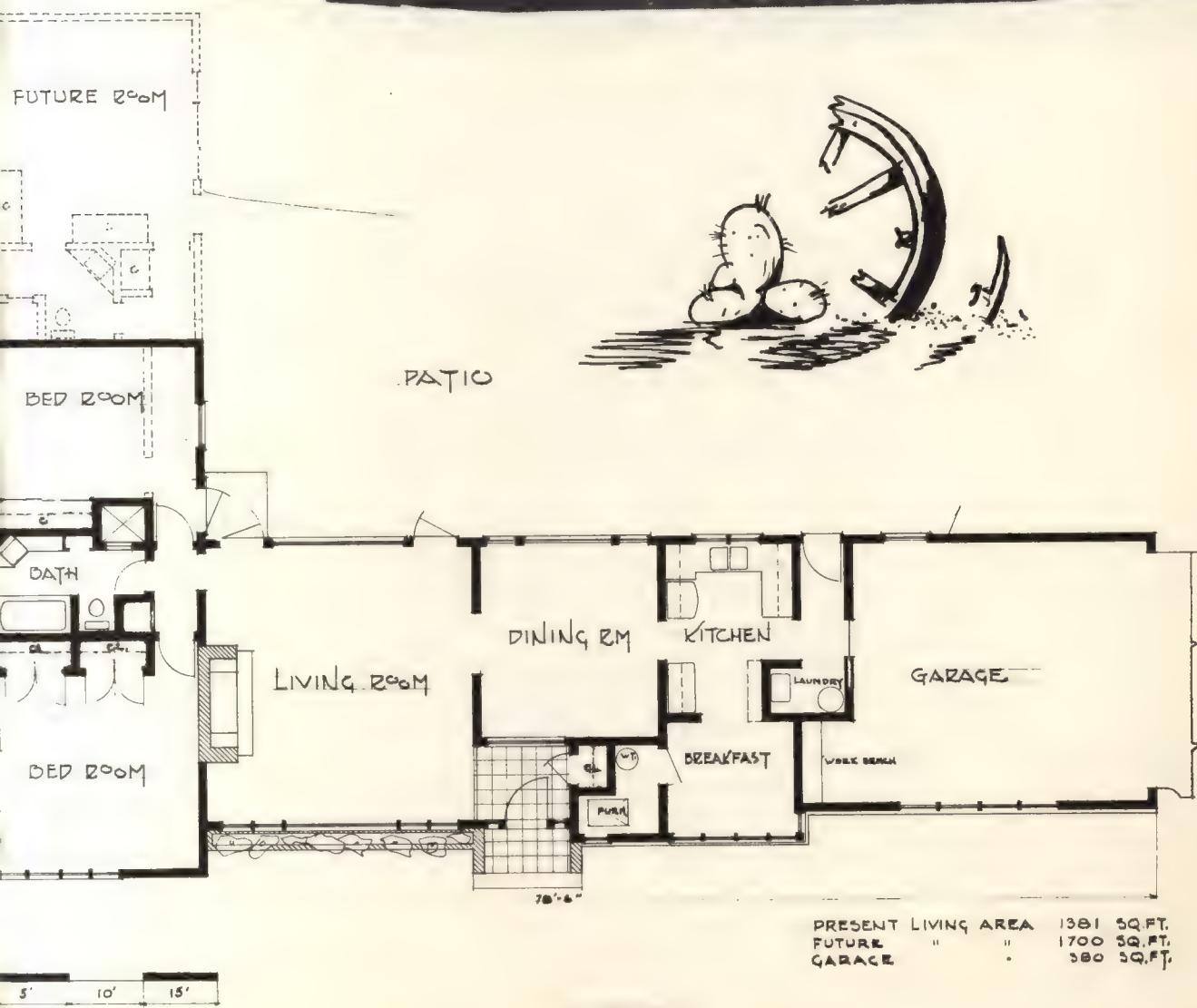
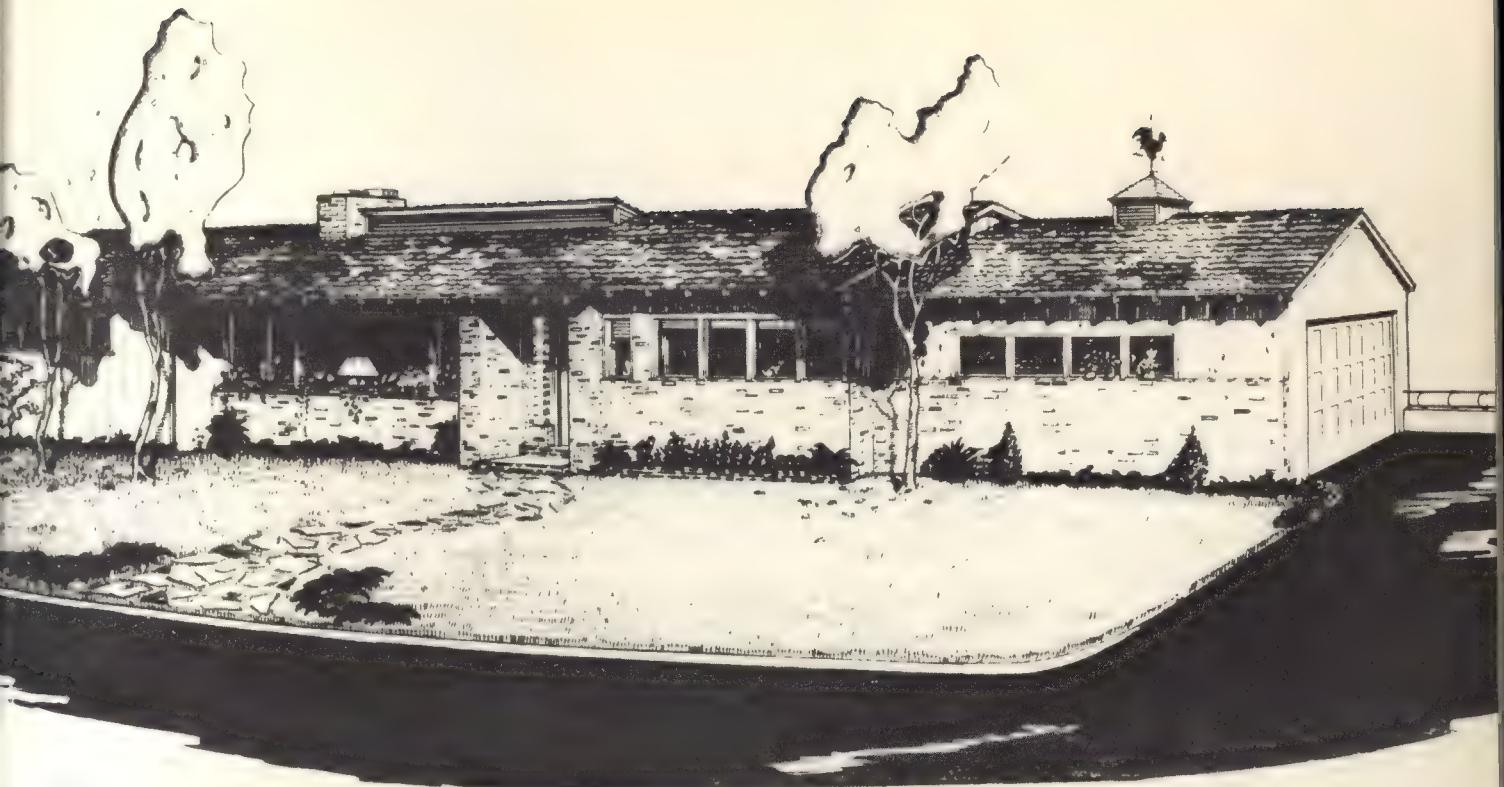
Nestled closely to the ground its low roof line and solid materials give it a cool stability defiant of the hazards encountered in desert living.

It is arranged for convenience in getting to and from your car to the kitchen with cumbersome packages.

Having the garage built within the house adds to its length, giving it more of the low rambling effect.

Beam ceilings and stone fireplaces are features of relaxed comfort.

Construction of a house of this type is not difficult for the lines are straight and it does not require extreme cleverness in craftsmanship, making it possible for the Sunday builder to do his own framing and finishing.



The El Ranchero



LIKE the ranch houses of the Old West this one has its large porch of field stone and brick, and what was once the tack room is now the garage with stone and board siding.

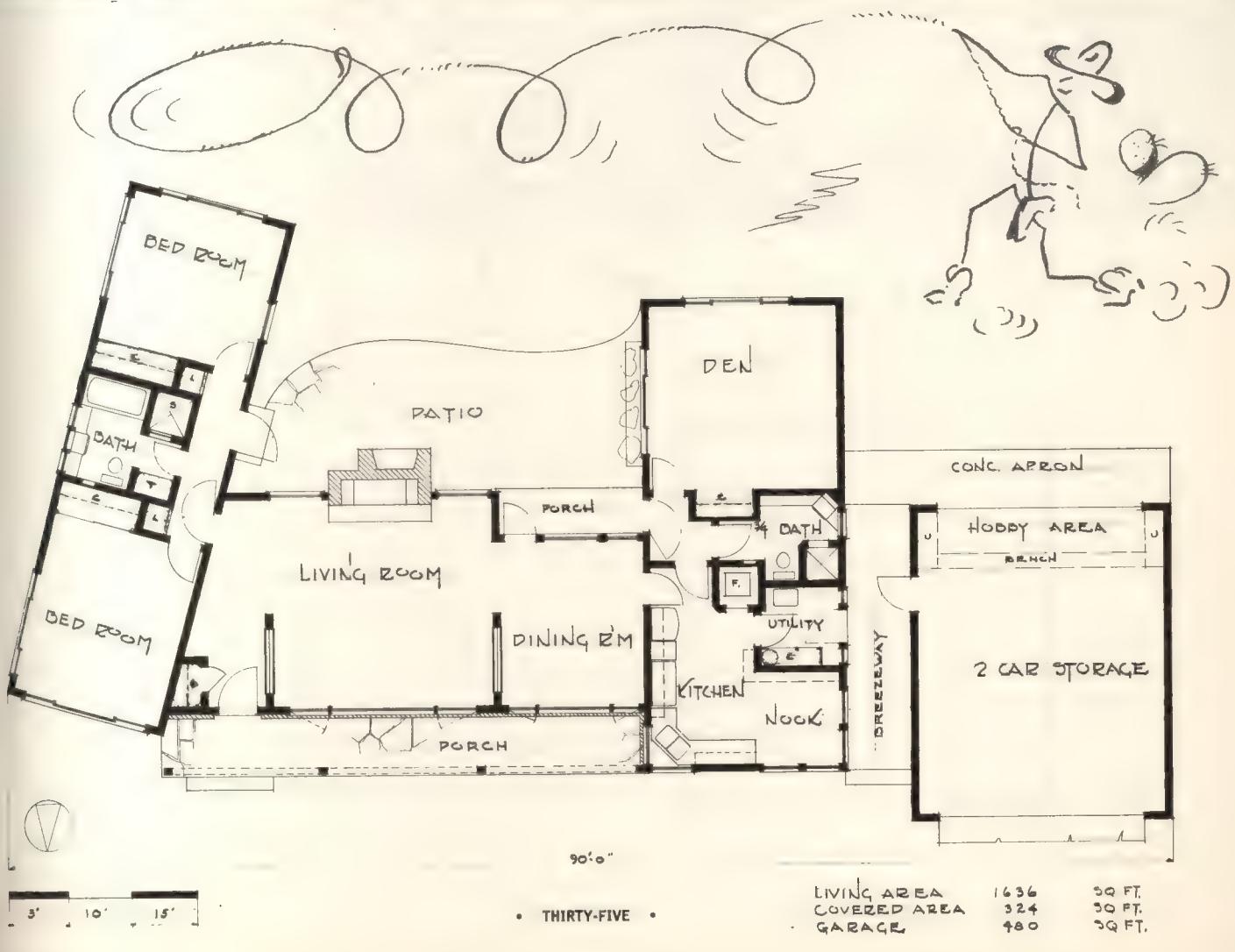
Looking to the rear the patio, with barbecue, is viewed from practically all the rooms and since outdoor living is an important function of this home, can be reached from the den, dining room or hall.

Additional features may be added to the den at a future date to increase its livability such as fireplace, bar, book shelves, et cetera.

The angle of the wing has been shown as a way to conform to oddities of property shape, however it could be straightened to a right angle or turned to the other extreme.

Moving this wing forward or to the rear is possible because of the room arrangements in the wing and its relationship to the rest of the house.

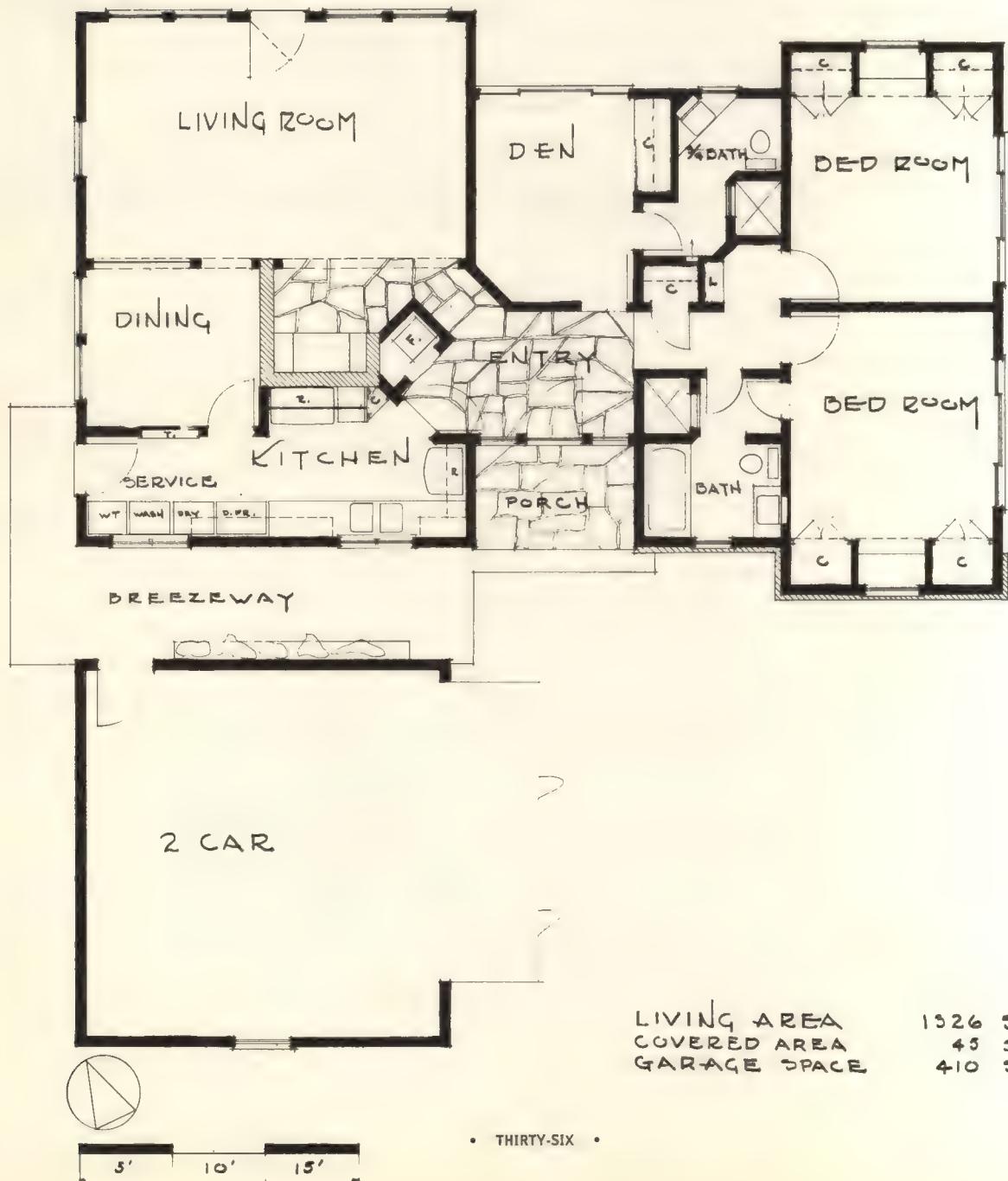
The breezeway between the kitchen and garage provides a shelter which may be altered in width to conform to the property size.

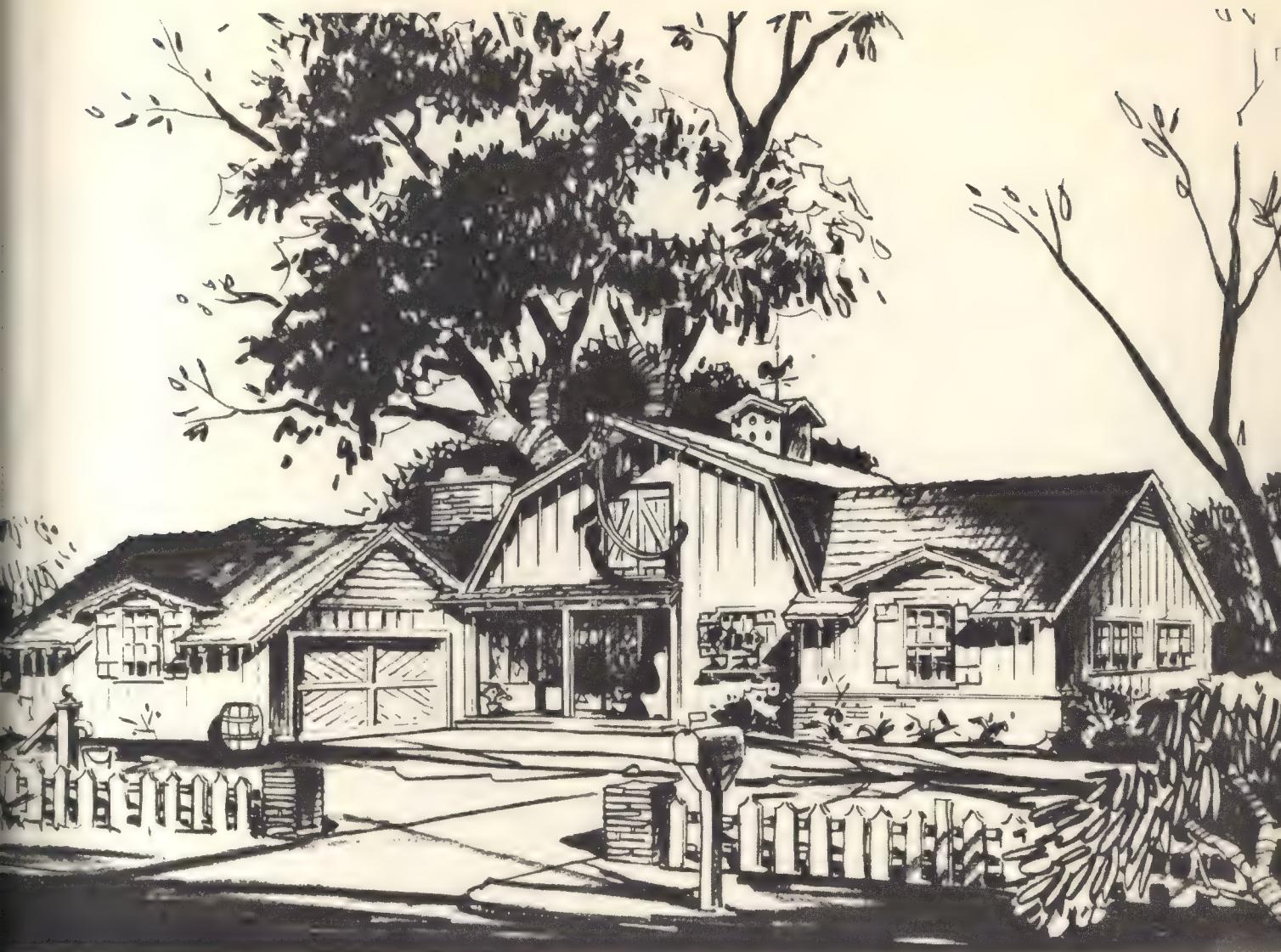


R. F. D. . .



MEMORIES to be cherished forever have been set down in this home known as R.F.D. It brings us back to the comforts and warmth that a tired body and a weary mind long for after a hard day of realism in gaining a livelihood.





The massive copper hooded fireplace in the shadows cast by the huge ceiling beams is the focal point of comfort for one can not stand before this hearth without sensing the wealth of warmth and security it offers.

The center hall plan affords easy access to all rooms from any point in this home created for the utility and pleasure of every member of the family.

A cold wintry night dares not ravage the comfort of RFD in all of its woody splendor.

From the flagstone entrance hall you are drawn into a spacious living room with beam ceilings,

wood paneling and wall paper from the early American era.

The same feeling is reflected into the dining area, and there is no abrupt change when you enter the kitchen, for the theme goes on.

Here the kitchen has knotty pine, brick, copper and black wrought iron.

The bedrooms also are papered in the patterns popular with our pioneer forefathers.

As you leave in the morning for another day with your vocation you are heartened as you gaze happily back on your home built of brick, board and batten and heavy hand-split shales.

The Squire

THIS home can be built in several sizes, one of which we offer here as our suggestion for a very interesting small home.

It has European flavor but is thoroughly naturalized.

The western atmosphere of the main porch combined with the quaintness of the garage will lend enchantment to any location whether it be in the country or on a corner city lot, particularly if properly landscaped and painted barn red with white shutters and Vandyke brown trim.

The size of the structure is governed somewhat by the width of the breezeway.

The large sweep of the driveway provides a welcome parking area for guests.

The board and batten and brick exterior should be of the roughest texture to conform with the ruggedness of the shake roof.

A patio fireplace fashioned after an old wishing well, roof and all, adds a note of antiquity.

Inside, the living room has large cathedral style beams with a vee-jointed cedar board ceiling.

The walls are of natural wood to the height of the window tops and papered from this point to the pitch of the roof.

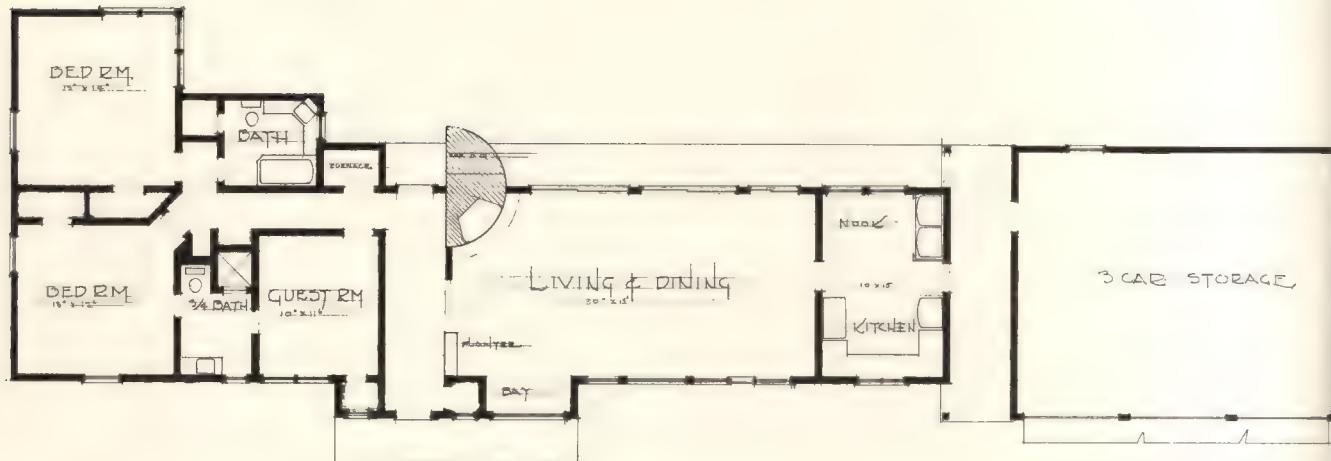
Above the natural wood wainscoting the dining room walls are papered in a small provincial print carried up between the flat beams of the ceiling.

The floors are of oak planking.

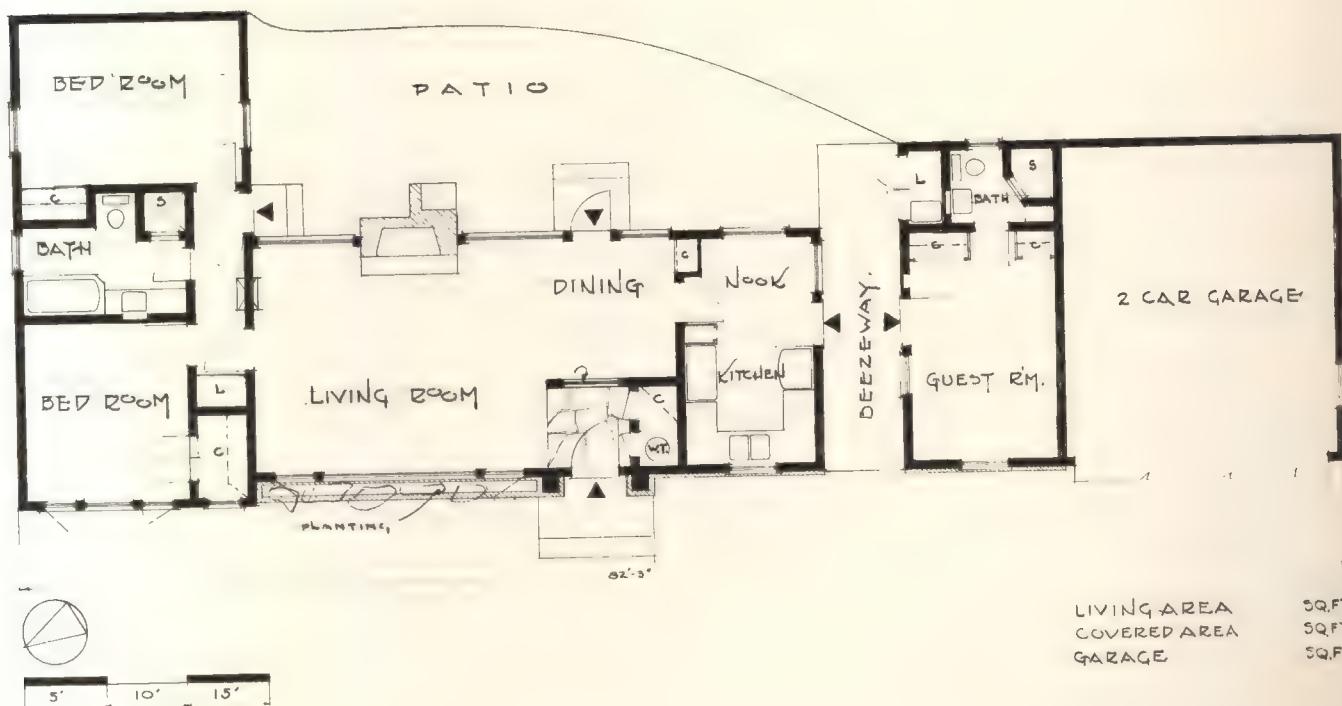
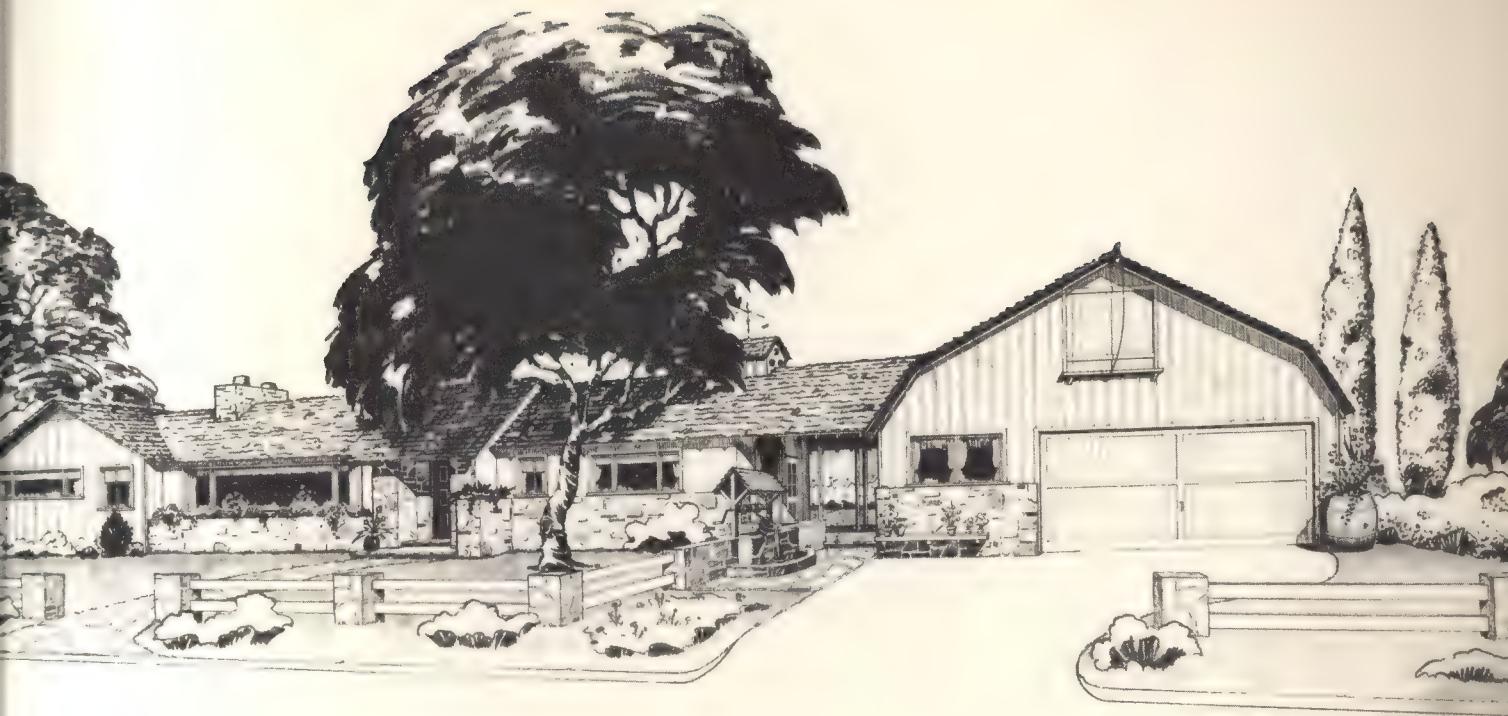
In the kitchen natural wood cabinets with H & L hinges of forged black iron compliment the papered walls.

The work areas are dark red quarry tile with white mortar joints, the floor of easy to clean embossed linoleum, simulating tile.

Rustic beauty such as this can only mellow with the years.



(AN ALTERNATE)



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**WISDOM IN HOMES
4068 Crenshaw Boulevard
Los Angeles 8, California**

N O C. O. D.'S P L E A S E

SURE YOU WON'T FORGET THE PLUMBING



ANOTHER item of your home meriting serious consideration is the plumbing.

In America, plumbing in the home is part of our culture and has become a highly competitive field developing some of the largest reliable manufacturing companies in the world.

Crane, American Standard, Case, Kroehler, Briggs and Eljer are a few who have given the public a wide selection of beautiful colored and plain fixtures.

With the beauty of these fixtures is combined high quality mechanisms for proper functioning through the years.

The mechanics of your plumbing, in most cities, is controlled by rigid inspections from a sanitation standpoint during the construction process.

Using quality materials of the best grade, of course, is economy in the long run.

Be sure that large trees on your property are not going to cause you future grief by rooting up your sewer system.

This can be avoided by using cast iron pipes in danger areas, also use cast iron pipe on the sewer line to the street.

Make certain that there are adequate clean-outs for your own use to save the need of calling in help.

See that shut-off valves are provided for all units.

You are concerned with plumbing from the day you select a lot for your new home, since you must know the location of the water main, and that lot levels should not be below the sewer line.

PART THREE

HOMES OF THE HEIGHTS

The Hillside

THIS home is expressly created for a hillside view lot and is exquisite if the following materials and decorative notes are used.

The approach to the house is of New England slate. the sides of twelve-inch wide lap siding with natural finish.

The bedroom wing, of marine plywood, is painted a dark hunter's green with smooth white battens.

The underside of the wide overhang, also of marine plywood, painted coral rose.

The entrance hall, too, is slate and the floors of the living and dining rooms have Swedish modern oak planking.

The ceiling beams are the main structure of the roof in the living and bedrooms.

Walls in the living room are parqueted with Hon-

duras mahogany veneer, the dining room with parqueted combed wood veneer.

The dining room ceiling is plastered and the cross beam acts as a soffitt for indirect lighting.

The kitchen is plastered with flush paneled natural birch cabinet doors, an airy corner of the kitchen is the breakfast area, two walls of which are two by sixes in two-foot squares set with plate glass.

Doors from the kitchen and living room conveniently open onto the sun deck.

The north side of the living room is glassed from the floor to its ten-foot height.

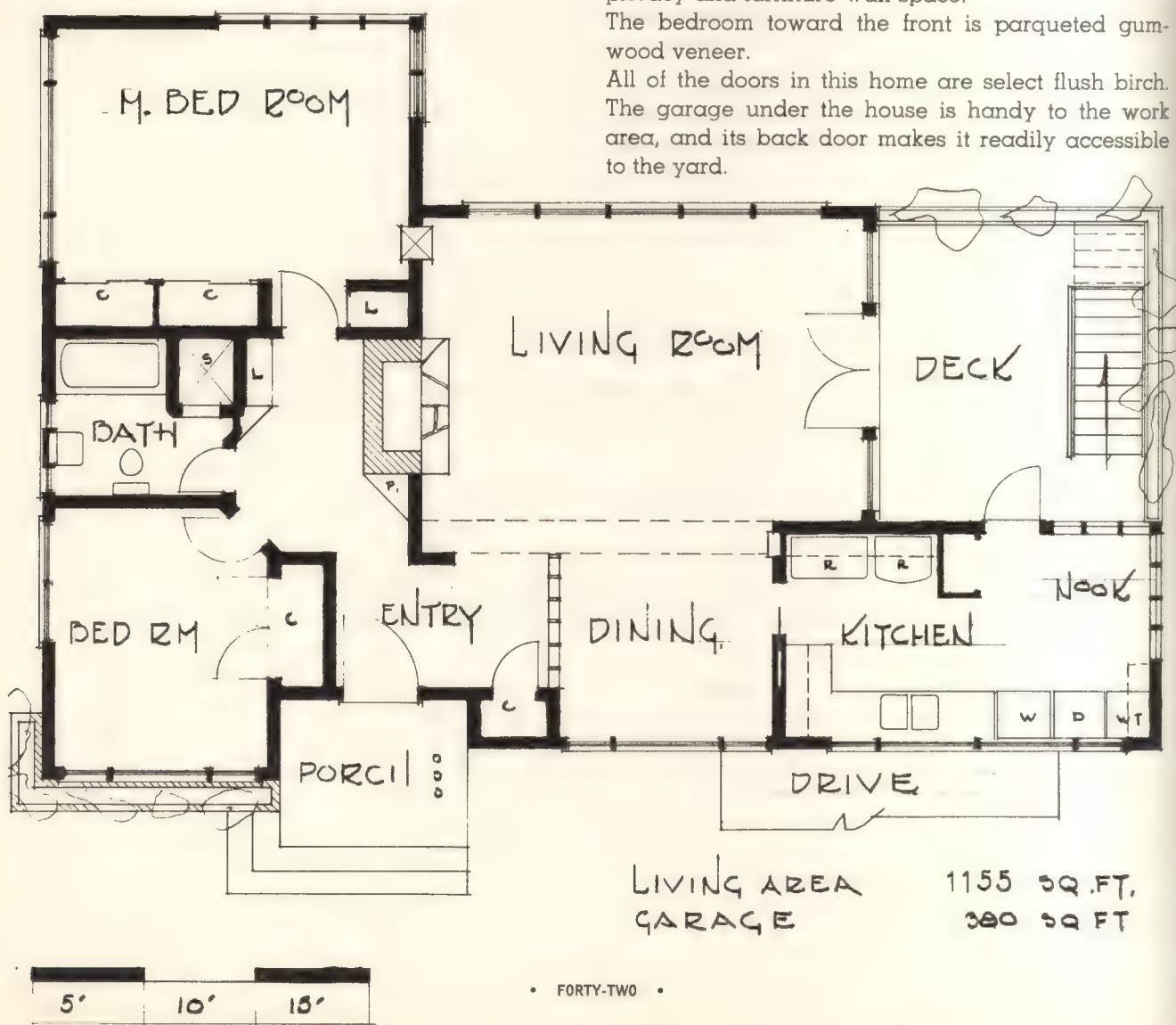
The modern fireplace is of stone and has an extended copper planting area eight feet above the floor line.

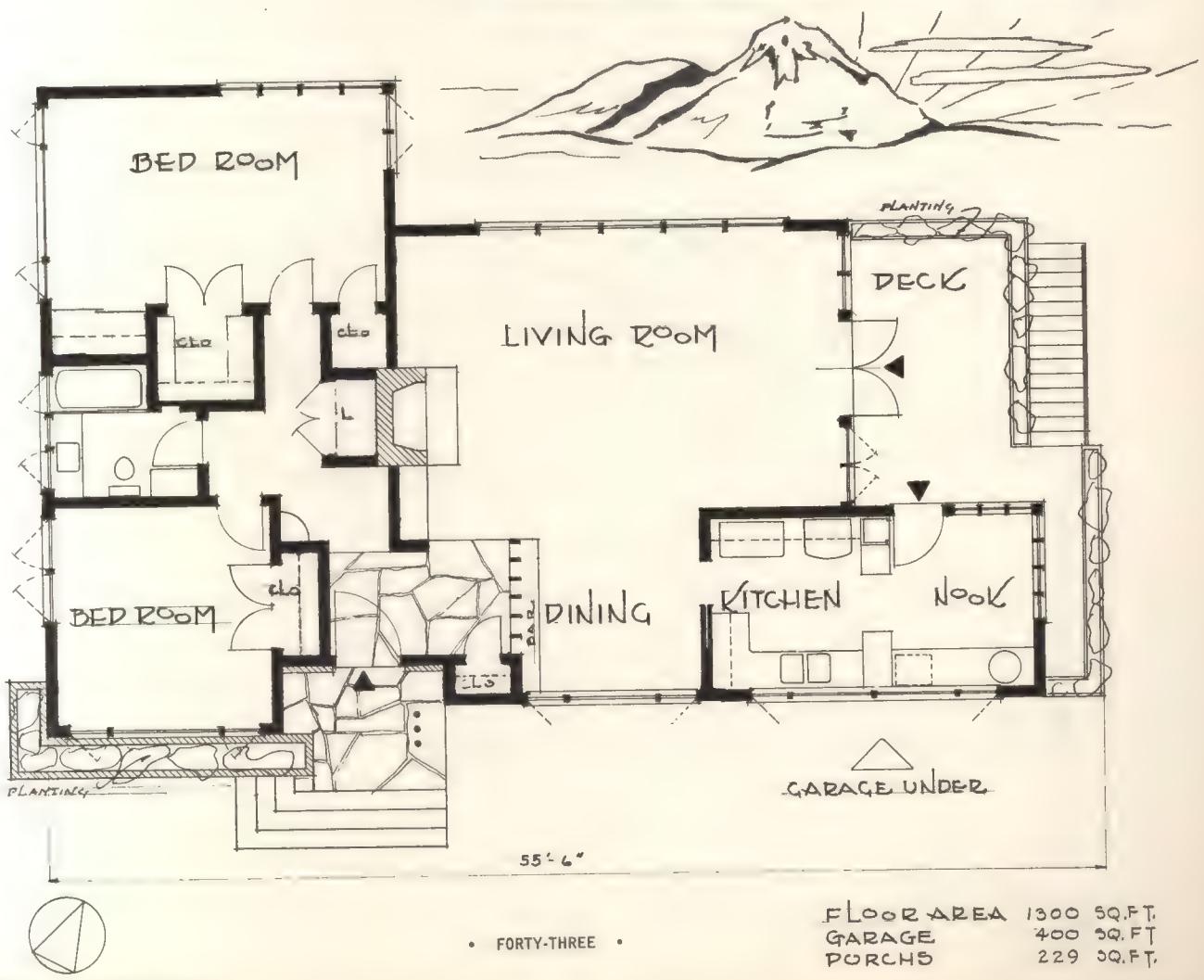
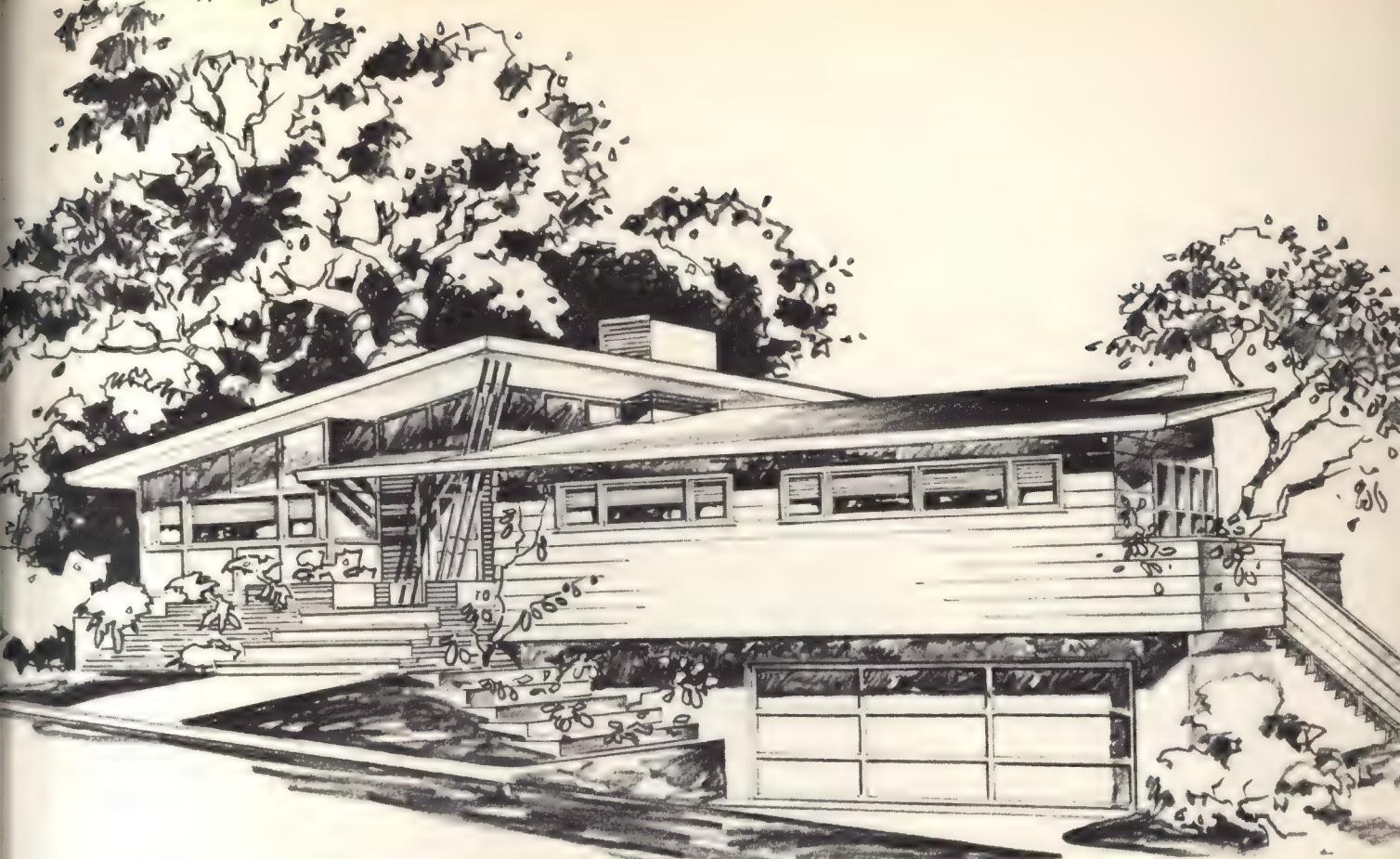
One bedroom is paneled in natural birch veneer with one corner of the view side in plate glass, which should be draped.

High windows on the opposite side of the room give privacy and furniture wall space.

The bedroom toward the front is parqueted gum-wood veneer.

All of the doors in this home are select flush birch. The garage under the house is handy to the work area, and its back door makes it readily accessible to the yard.





5' 10' 15'

The Big Pine



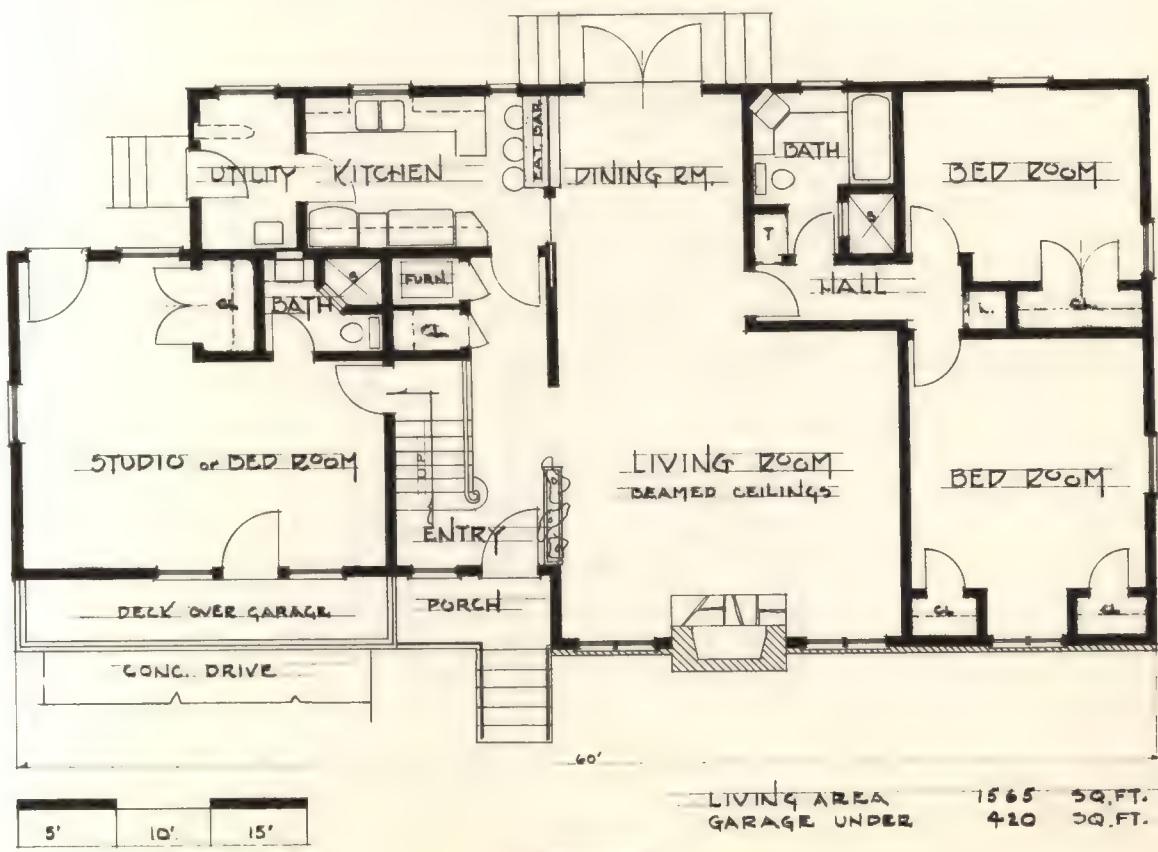
SWISS ALPINE characteristics of this distinctive home invite us, for the moment, on a journey to another land.

Its quiet, stalwart aspect, in keeping with the mountain and forest lands, is presented through the treatment of materials used—heavy shake roof, rough board siding, hand-hewn railing, used brick wainscot and leaded glass windows.

A particularly spacious feature of the interior is the half story open studio.

Standing in this room one commands a sweeping view of nearly the entire home with its beautiful waxed natural woods, rustic exposed rafter ceilings, touches of decorative wall paper, exciting bits of colored bottle glass and the richness of the large stone fireplace with its brass and copper hood.

Surely this is home, secure and genuine.



LIVING AREA 1565 SQ.FT.
GARAGE UNDER 420 SQ.FT.

The Bermudan



WITHIN the semi-tropical aura of this home there is every provision for gracious and more formal living.

The most interesting feature of this home is the loggia, where it is cool and restful — a perfect gathering place for afternoon tea and conversation.

It expresses an air of quiet dignity and respect.

The house is shown with a wide overhanging simulated coral roof that has unsurpassed insulation values.

The appearance from the exterior is simple but effects richness with its stucco, wood and brick combination.

Windows are so placed in the bedroom as to give utmost privacy, light and ventilation.

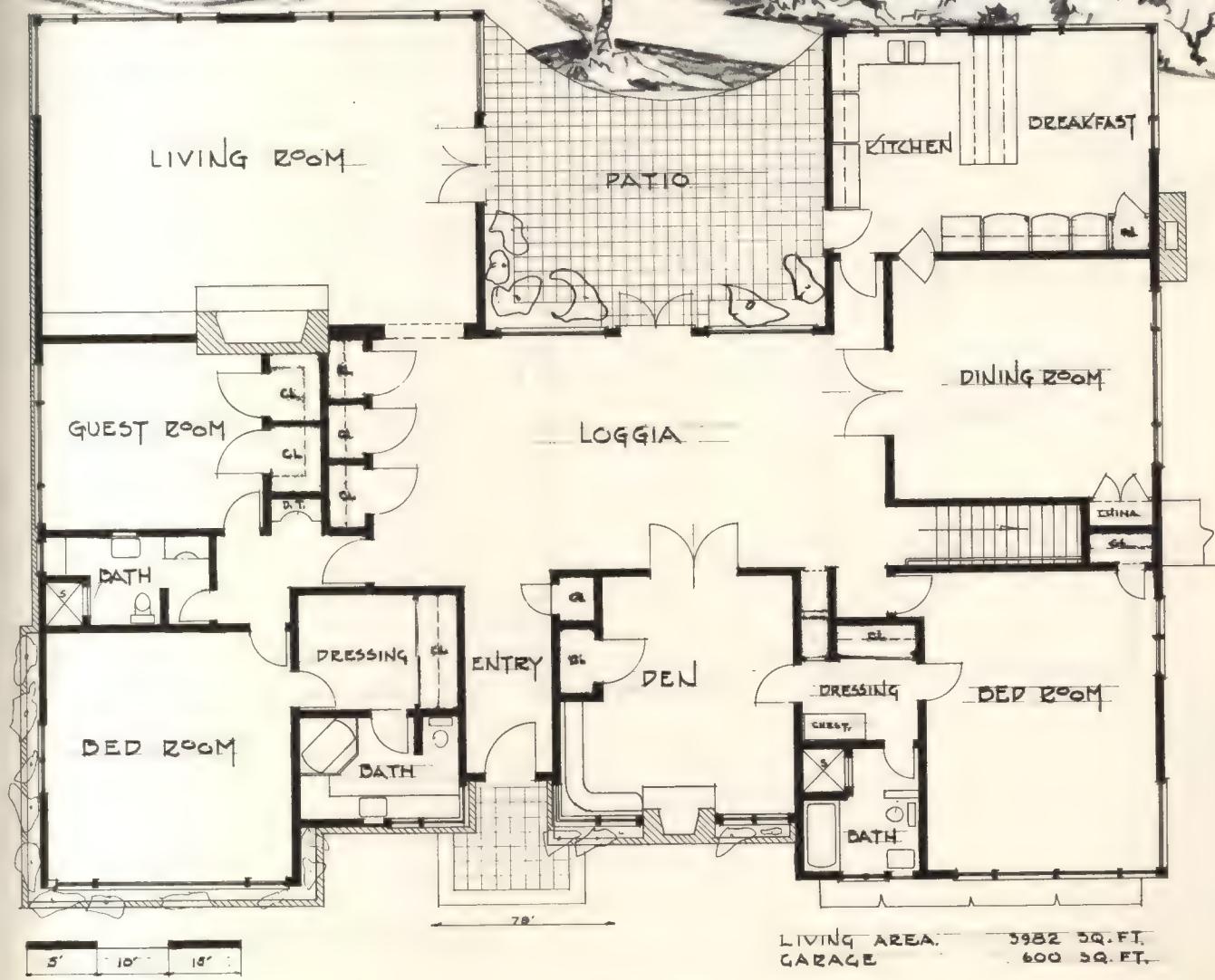
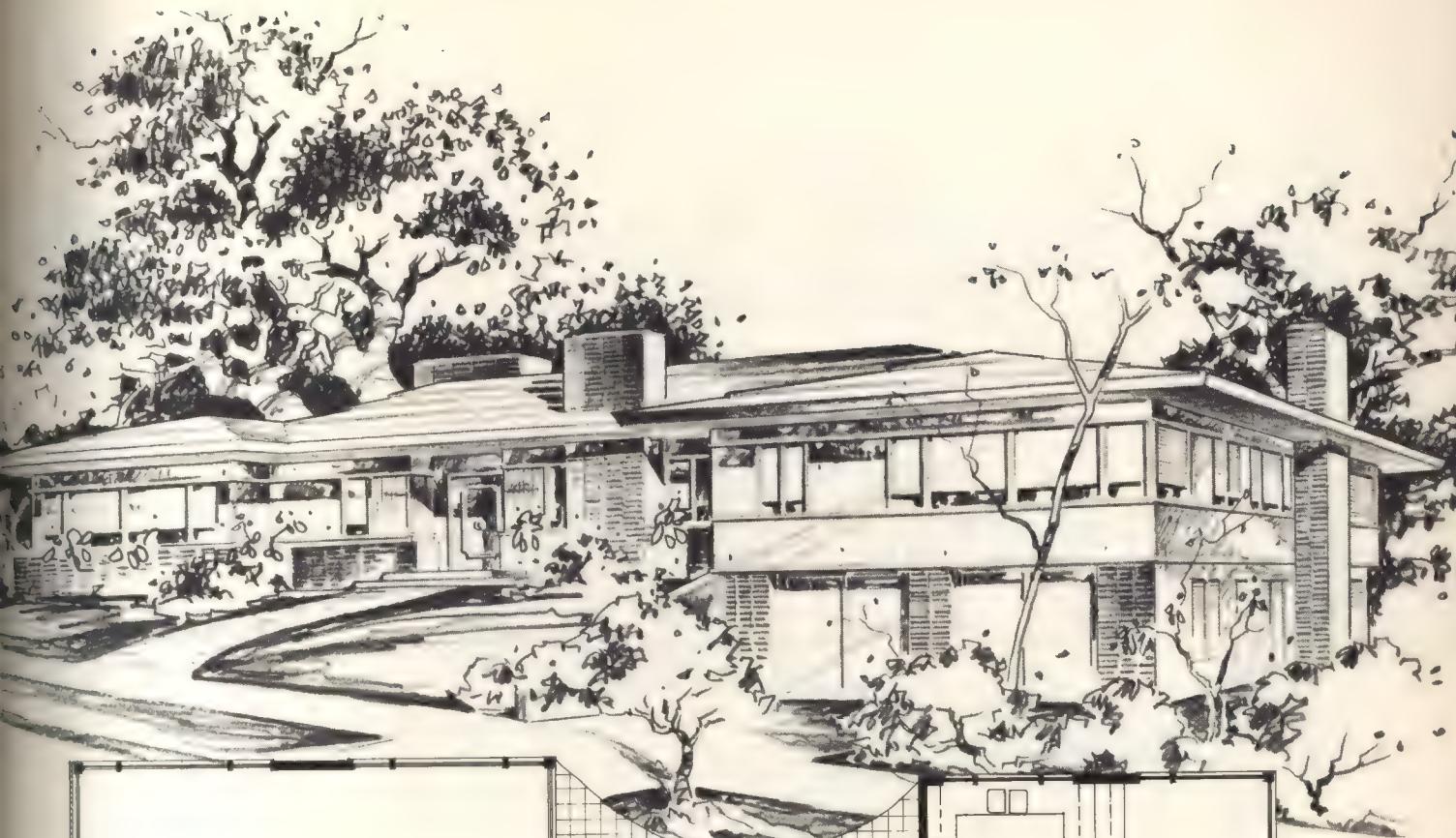
Separate dressing quarters are styled for comfortable living.

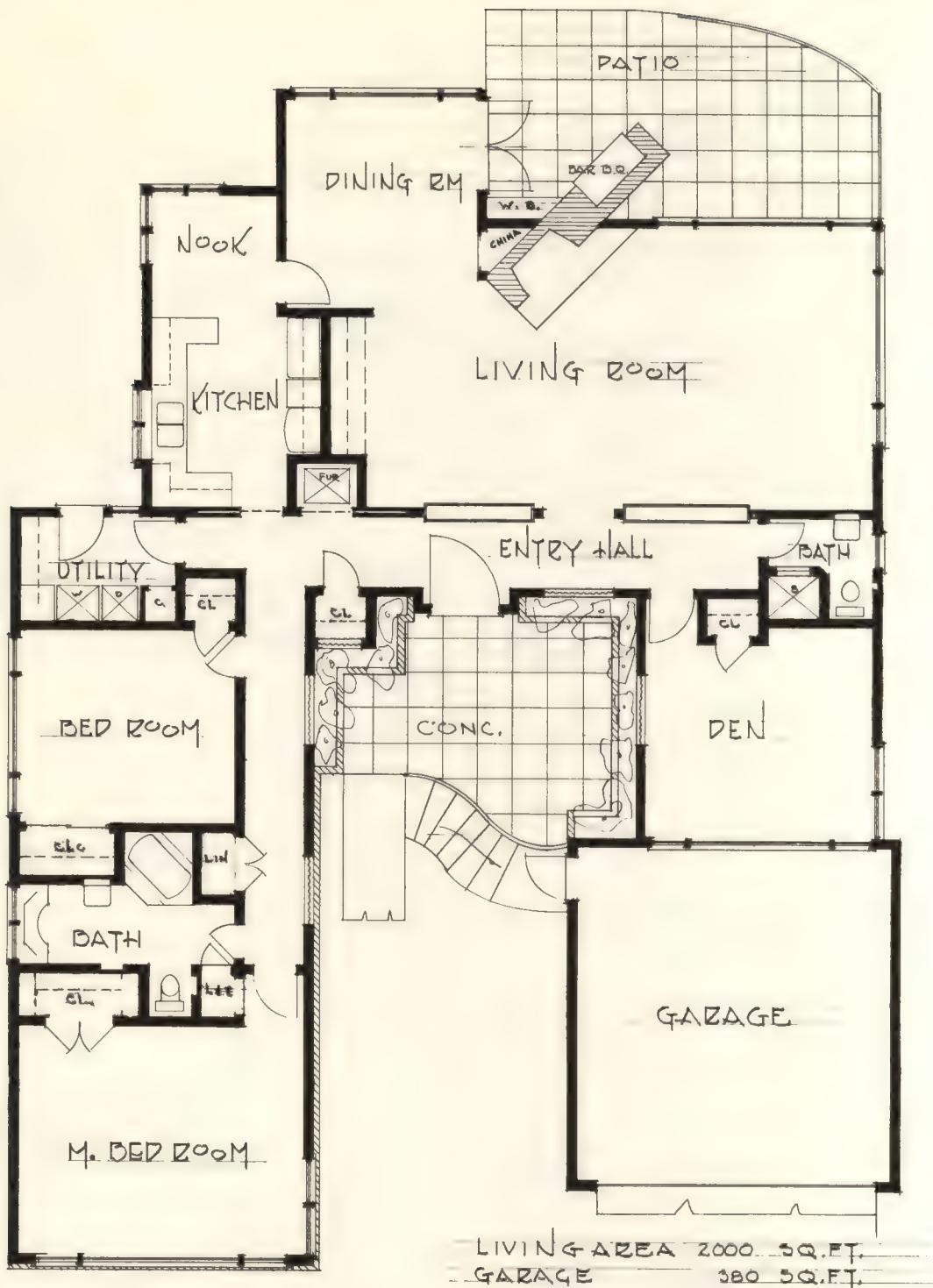
The fireplace in the den, with its built-in top grain leather seats, plank floors and wood parqueted walls, has a masculinity appropriate to its purpose — a place for just the boys to get together.

The huge kitchen has butler's service and every known electrical automatic cooking device.

This home, though shown on a slope, can be built on a flat piece of property and may have the garage attached by way of a porte-cochere if desired.

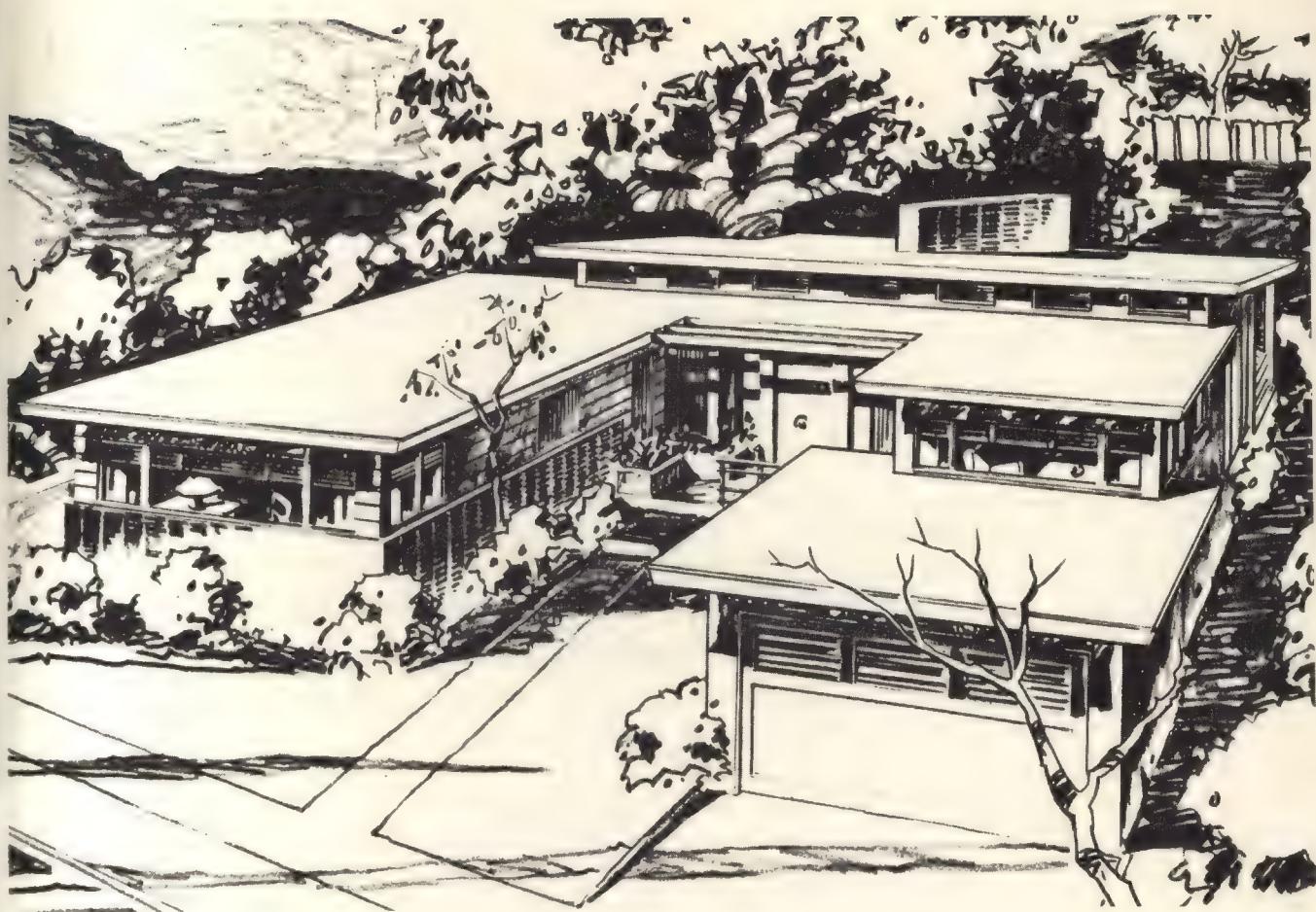
Embracing an area of forty-five hundred square feet this home is a kingdom within its own confines.





5' - 10' - 15'

La Canada



WHITE gravel roof to repel any suggestion of solar temperature change is used fittingly in this very modern structure.

Privacy is the thought given to the arrangement.

It can be built on an average city lot without detracting from its feeling of seclusion.

This is suggested as especially good for a lot with a slight incline from the property to the street.

It gives an opportunity to use clerestory windows to the best advantage as it gradually steps back and up on the property.

The living room is arranged for television-radio entertainment, conversational areas and accessibility to the patio which has a barbecue built-in close to the kitchen for handy service.

Pastel shades are suggested as a color motif for the exterior and wall to wall carpeting inside for added spaciousness.

The Hollander



ADAPTATIONS from Holland have been used here to add to the joys of provincial living.

It is a home that can be built with or without the recreational area in the basement.

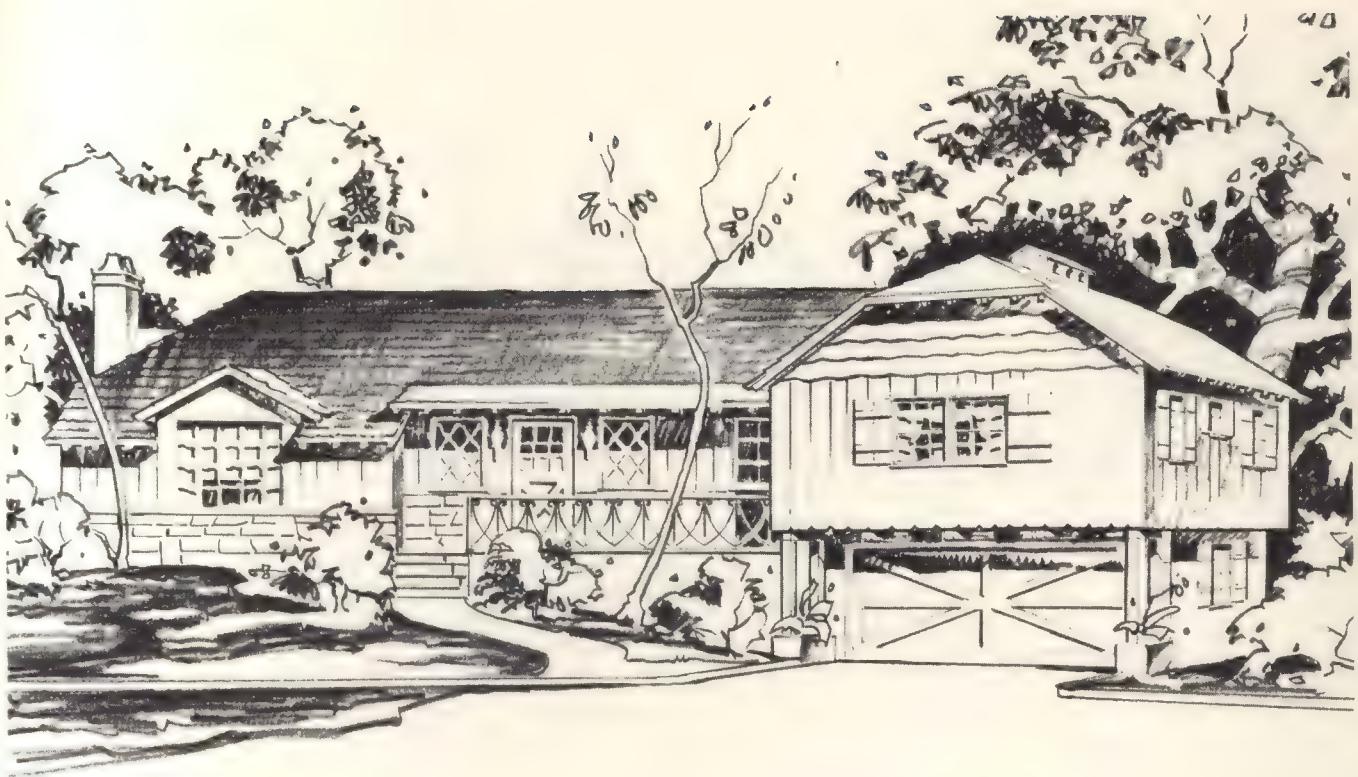
Plank floors and provincial papers in various rooms combined with the natural or painted woods are appropriate in style.

This home is a good example of central hall construction.

The rather unusual angle of the wing is shown to fit odd shaped property but may be straightened out by moving forward or back without much change in the drawings.

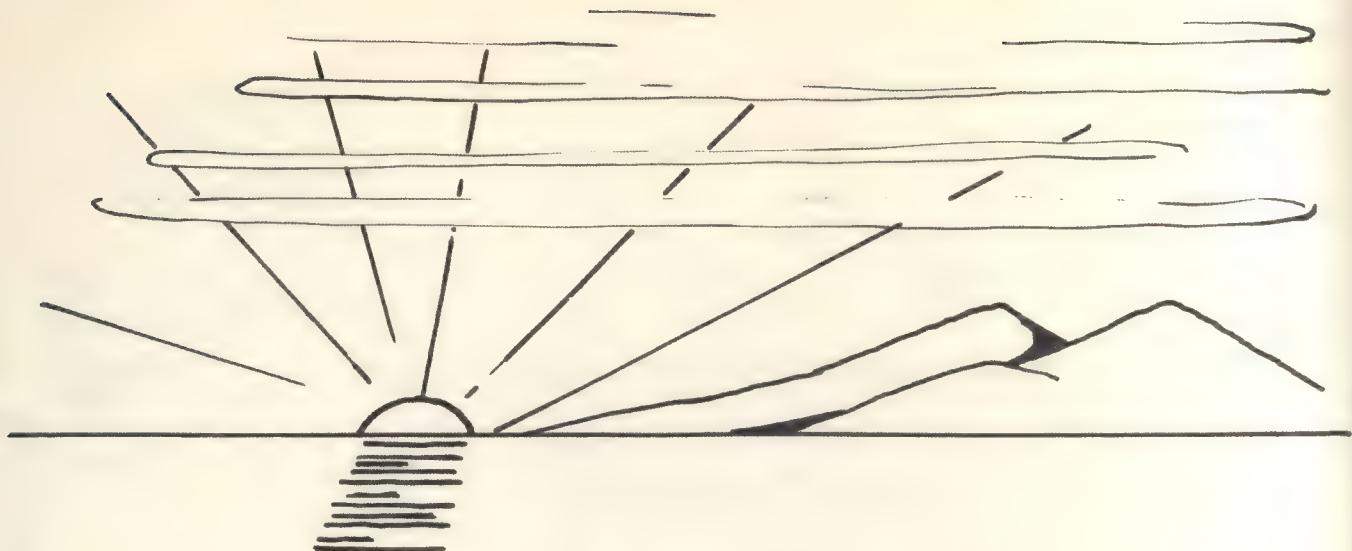
The tongue and groove siding would be nice in dark red, the roof shales stained light blue then weathered.

Gray granite is most fitting for the outside stone work.

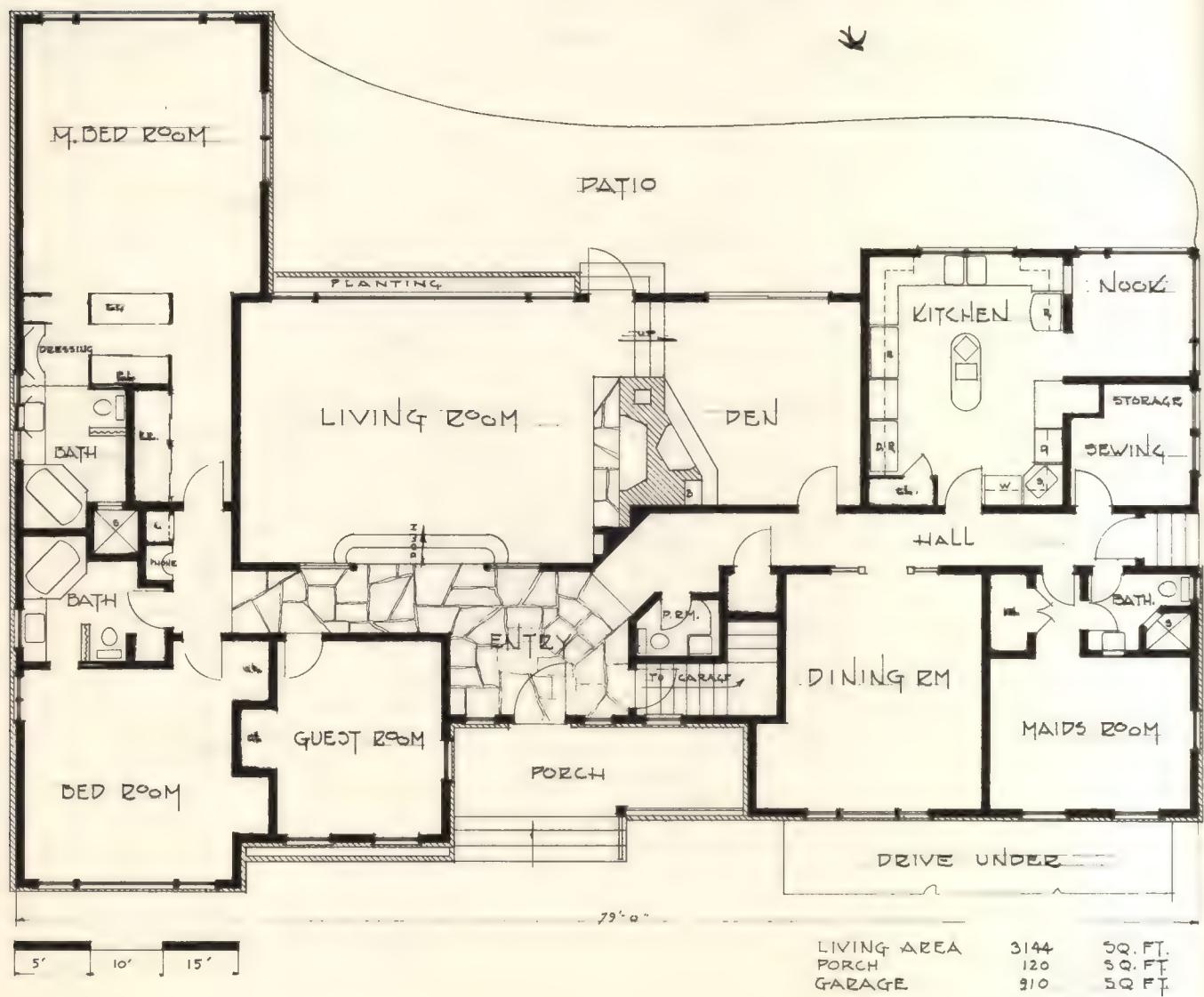


FIRST FLOOR AREA 1758 SQ.FT.
GAME & LAUNDRY AREA 739 " "
GARAGE AREA 490 " "

5' 10" 15"



The Golden West





WITH the air of a mansion, it provides luxurious living space for a family of four or more.

Built of board and batten, lap siding embellished with white painted brick, lead casement windows and a heavy shake roof, it has a sturdy appearance and an ageless style.

About the front entrance one is impressed by the large windows on either side of the door set with bottle bottom glass in lead.

The roomy entrance way has a theatrical atmosphere for between large turned posts and wooden fence railing, wide steps lead into a sunken living room with its tremendous basalt stone fireplace and hand-hewn beam ceiling.

Cedar boards panel the wall and oak floors contribute to the feeling of warmth and autumnal beauty.

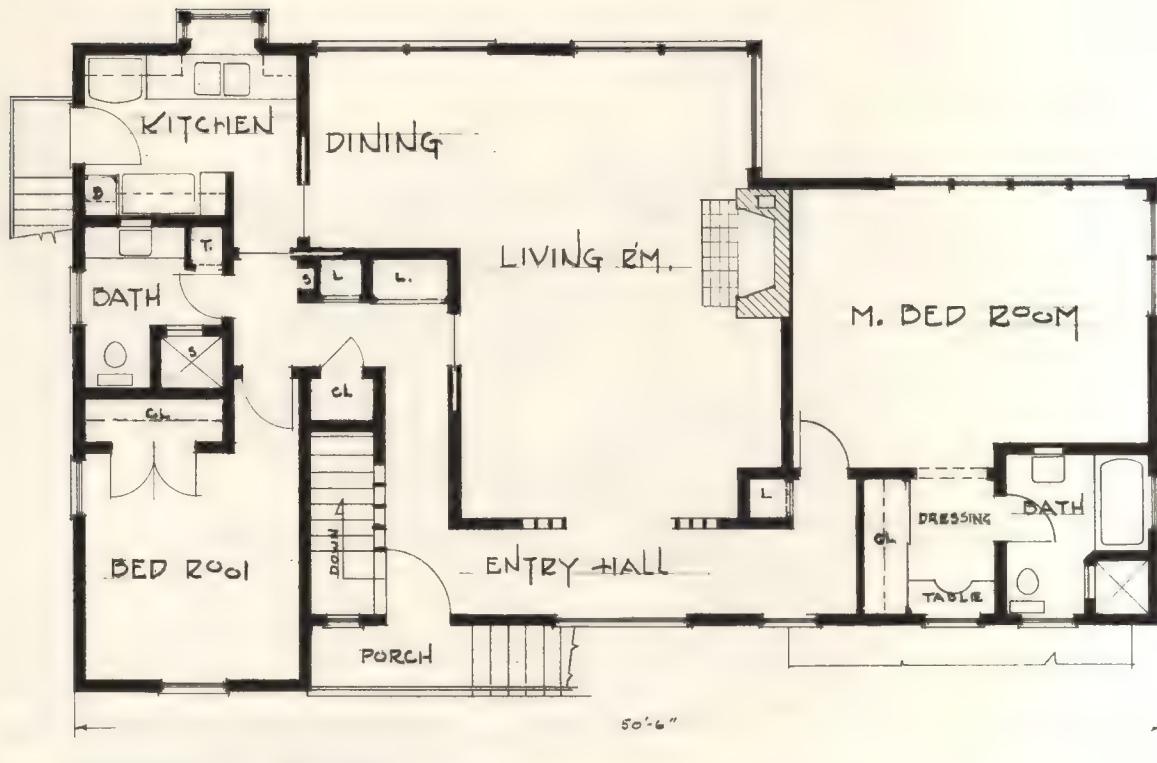
A view of a lovely garden and patio from this room is shared by a den that is closely related to the living room, two steps up and behind the fireplace.

Consideration has been given to all members of the family regarding their privacy and comfort.

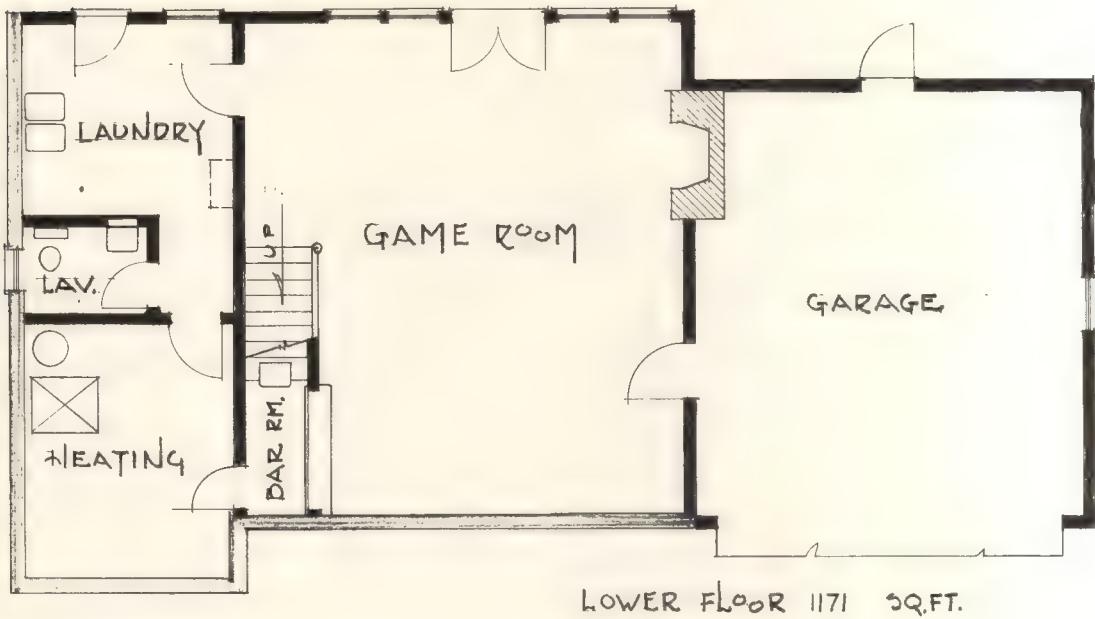
The kitchen has an island in the center with a stainless steel sink and maple chopping table for vegetable cleaning and salad making.

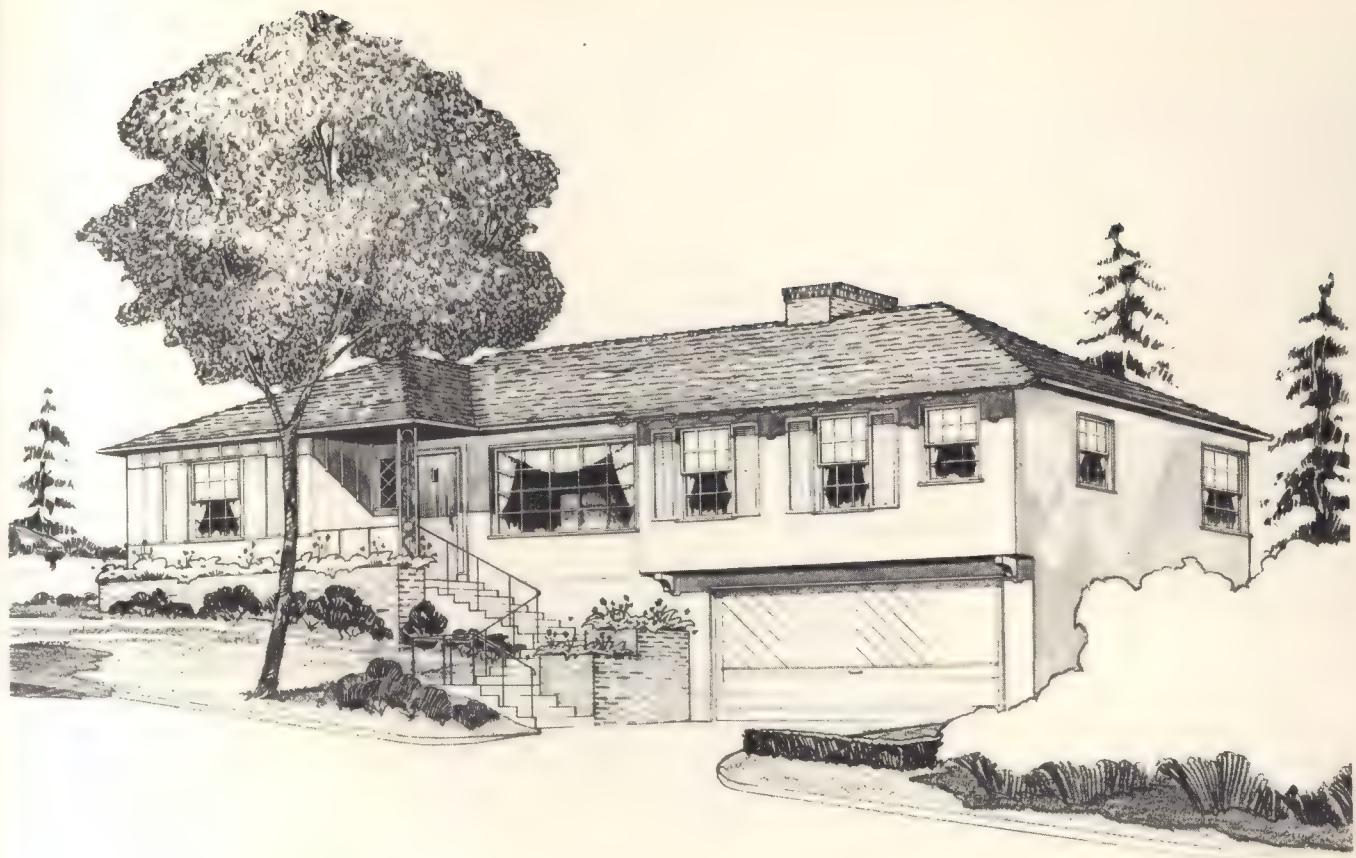
Surrounding the island are strategically located all the conveniences of cooking, such as stainless steel worktable top areas, garbage disposal, dish washer, deep freeze, refrigeration, electric and gas cooking, automatic laundry and automatic drier.

Quality completely superseded any thought of economy in this truly lovely home.



MAIN FLOOR 1267 SQ.FT.





The Riverside



ANOTHER hillside home for subtle conventional living. The living room overlooks the rear for a view of the garden or a distant scene.

Although there is a downstairs area shown on these drawings, conditions of the property may require a different arrangement.

Wood lap siding, stucco or large shingle siding would look equally well, depending more or less on the climatic location.

The floor layout here, in harmony with the exterior, leans

toward formality in living, of course the theme in furnishings and decorating may transform it to your personal desires.

One luxurious achievement to be enjoyed is the master bedroom with its private bath and dressing room enjoying a completely private section of the home.

Recreational activities and the menial tasks performed in all homes are taken care of downstairs, leaving the upper floor entirely undisturbed.

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for five sets

with the exception of Big Pine, The Bermudan and The Golden West. For further information on these creations please write.

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Los Angeles 8, California**

N O C. O. D.'s P L E A S E

LIGHT AND ENERGY



OUR homes of today and tomorrow should be considered as a sanctuary of happiness.

Even though you may have the finest wiring available in your home it is still necessary to give the utmost thought to the distribution of light in places where it is very much needed.

Rooms where children study or any reading-sewing-work areas should be considered carefully for adequate lighting.

The homes in this book vary in style and the fixtures for lighting will vary accordingly.

Whether modern or period they both serve the same purpose—to light your way—but choosing the proper fixture with light and beauty both in mind sometimes turns out to be quite a problem for some folks.

It is important that this be done correctly and the WALTER LAWSHE LIGHTING STUDIO, in Los Angeles, has one of the smartest stocks in fixtures it has ever been my pleasure to see. Moreover you will like Mr. Lawshe—he has the patience of a saint.

His firm studies the home (and the people) from the wise decorators' viewpoint and not only offers beautiful fixtures, but makes helpful, practical recommendations before a final decision is reached.

I have known Mr. Lawshe to repeatedly spend much extra time and effort in improving upon the selection for a builder without adding to his cost.

If you send your plans to Lawshe Lighting Studio for expert suggestions on good and beautiful lighting you'll surely be rewarded.

PART FOUR

GOLDEN SHADOWS



Country Cousin

... I MAY BE simple but I don't have to take a back seat!

Fact is I'm a bit vain in a modest way.

Do I not have good balance and attractive lines, and do I not cheerily call WELCOME to you?

Course I do.

I'm amused at my owner, he's in a regular tizzy—one day he has a mind to decorate all my redwood in natural finish (makes me kinda quiet and cozy) and the next thing you know he ups and talks about painting me bright red with dazzling white trim.

Just between you and me, I love that red idea—it sorta bolsters my ego when company's coming.

Look at my lay-out, there's a heap of fine living to be done inside my walls.

A wood paneled living-dining room with that nice brick fireplace set at an angle gives you plenty of room for furniture arrangements, and my windows across the back let in lots of gay sunlight; the door opening out to the yard is a delight to use.

I like my dining area with its high plate rail and the scalloped trim framing the entrance makes me feel I'm a separate room.

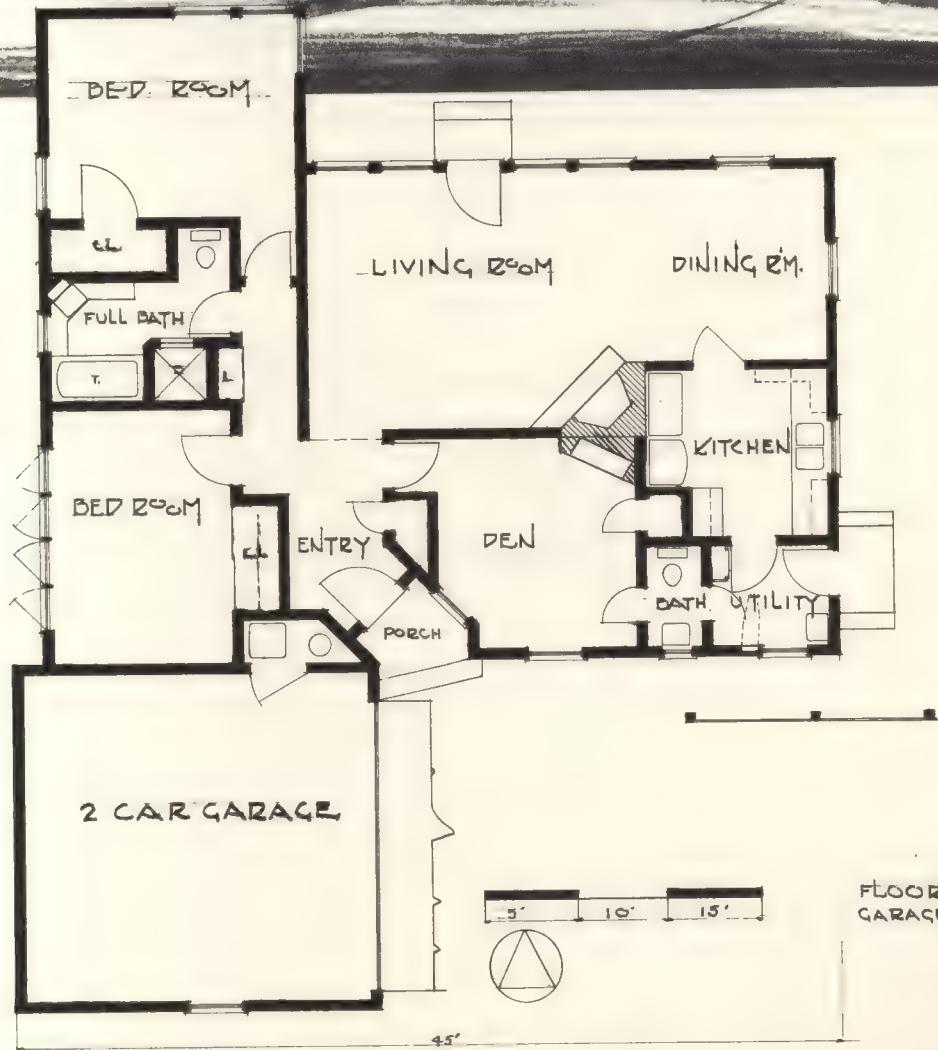
My little den is very proud, you see it has everything big dens have—its own fireplace of brick, wood wainscot, cheerful windows looking out front and it's so handy to the kitchen for snacks.

My kitchen and service room are right up to date with cupboard space galore, ironing board, laundry sink, blo-fan, everything handy.

Did you see my bedrooms and bath?

Pret-ty nifty, eh?

Now just what have those city folks got that I ain't? . . .



"Gem In the Hills"



"GEM IN THE HILLS" was the exclamation made by a well known movie actress as she visioned this small, pert, modern home in the hills overlooking Hollywood.

It has saucy individualism, most definitely a self-assigned significance.

It is inexpensive yet possesses all the charm and livability of a much larger home.

The outdoor living area is an integral part of construction since the kitchen, breakfast, dining and living rooms become a part of it when the folding glass panels are opened.

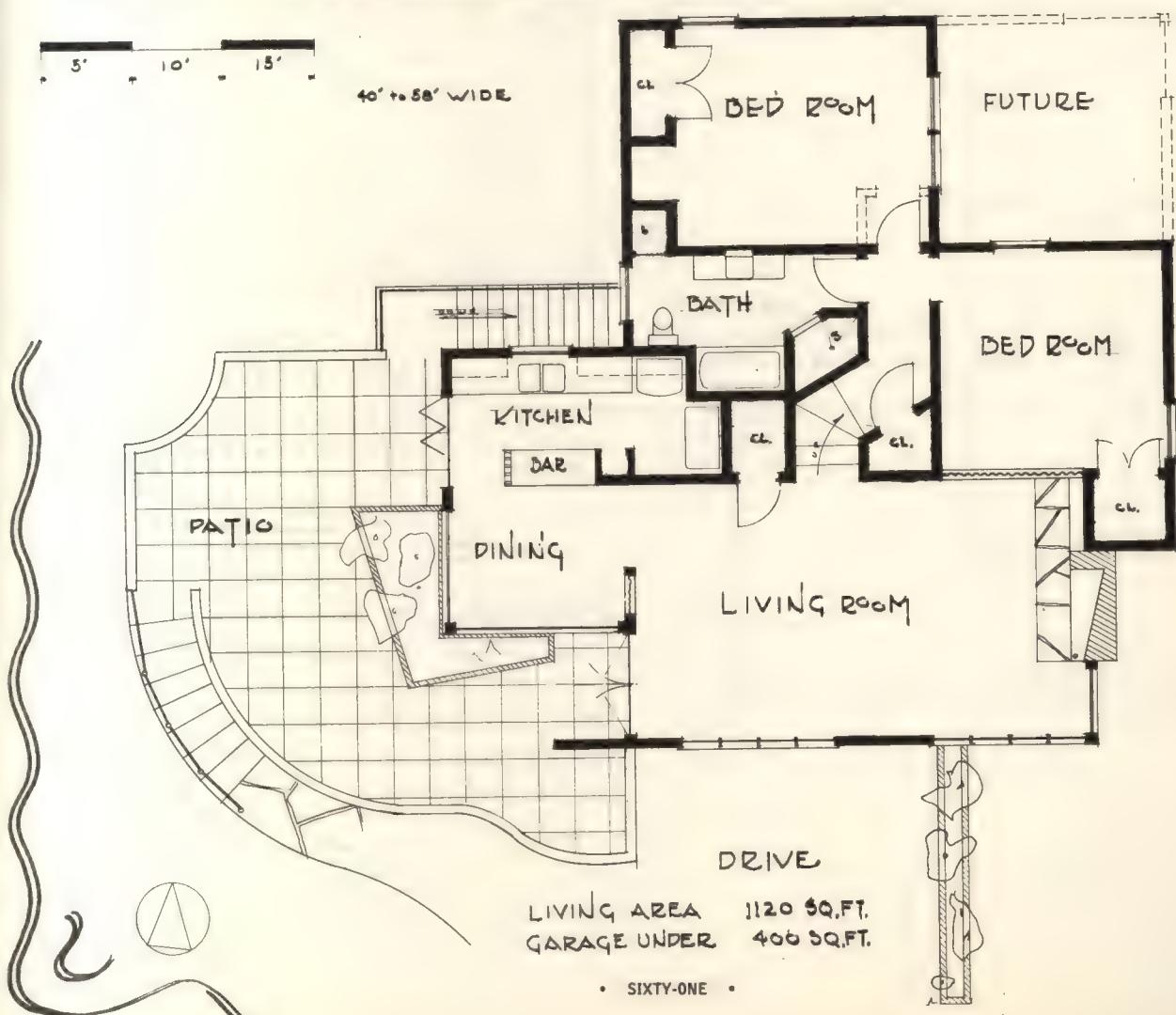
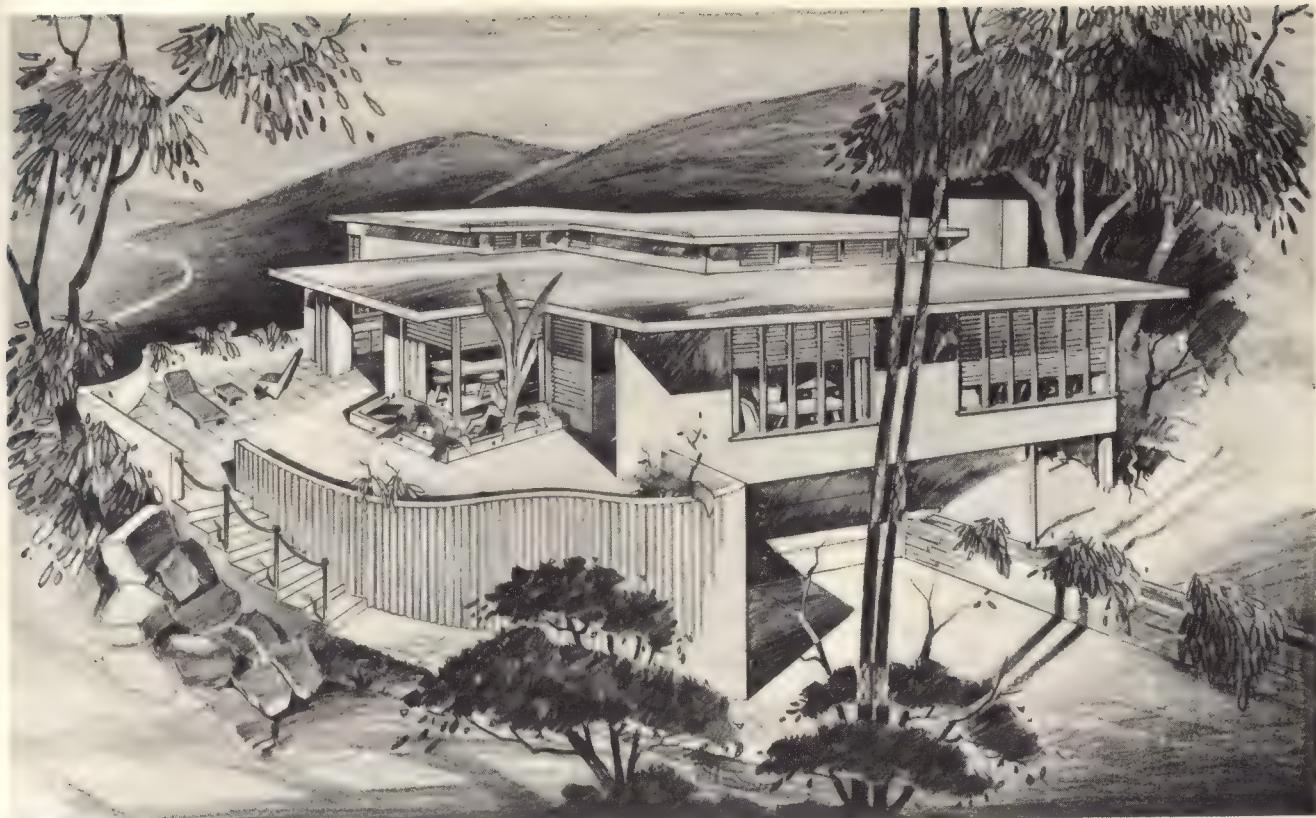
The difference in elevation between the bedrooms and the living room creates a feeling of grandeur.

An interesting feature between one of the bedrooms and the living room is a section of corrugated, translucent glass above the four-foot high cabinet-partition which serves both the bedroom from the top and the living room from the bottom.

Using pre-fabricated materials the cost of construction of this type home is low.

The house overhang may be used as a shelter for a car, or with added expense, excavation may be made for a garage under the house.

Color cleverly used inside and out is the keynote of success in dressing up this little gem.

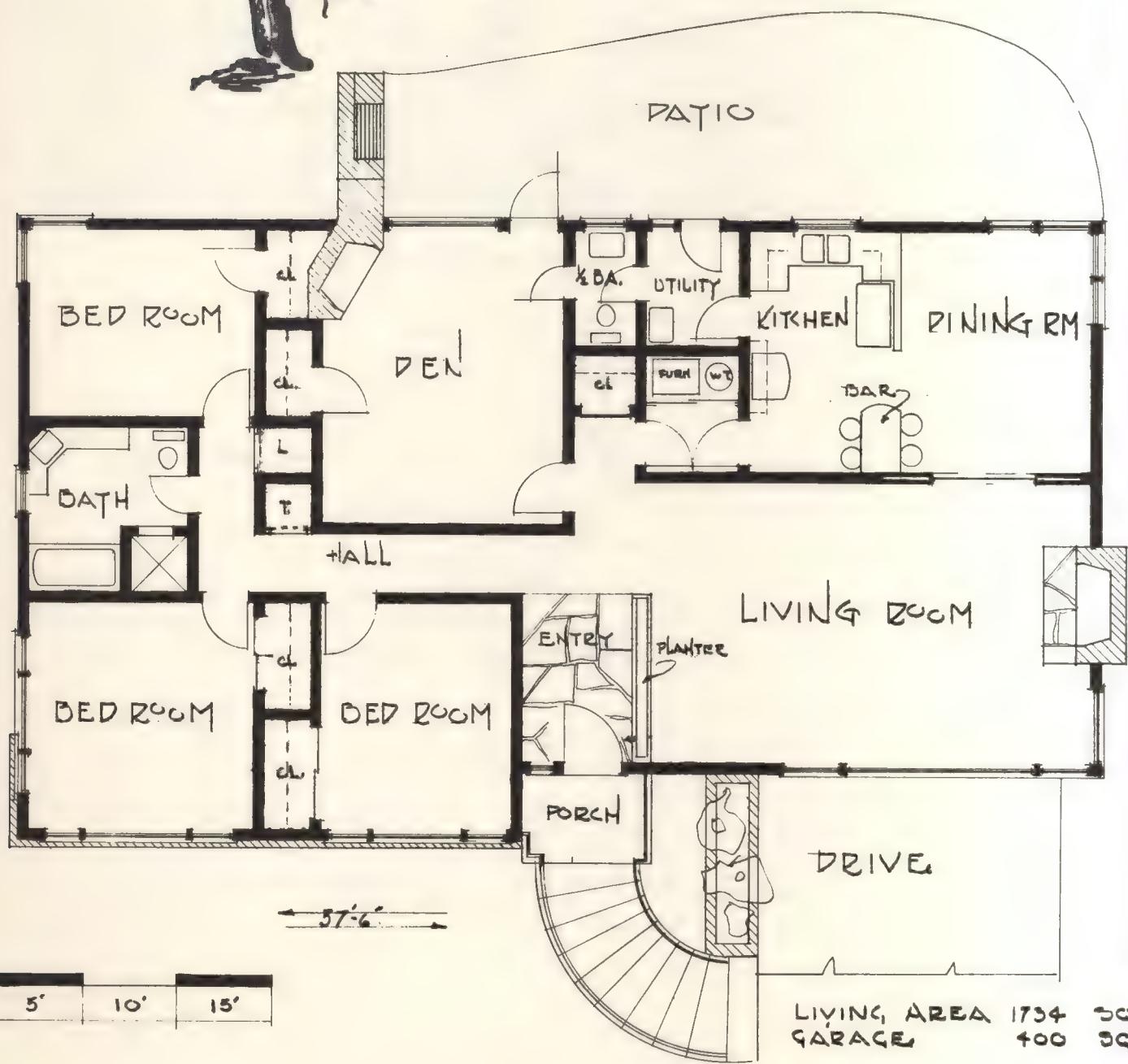


The Californian



THIS urban home has a quiet suggestion of the Early American way through its leaded casement windows, board and batten, and lap siding.

Wide overhanging eaves and redwood cornice board conducts, gracefully, modern relationship with the old.





Used brick wainscot and balanced brick planting walls in the front help privilege this home to bear a slender air of dignity.

A flattering method of solving the garage problem on sloping inside property is suggested here.

Its three bedrooms and den take good care of an active average sized family.

Viewed through the floor to ceiling plate glass windows, the brick wall of the den fireplace is handsome in its out-

side extension, ending in another fireplace on the spacious patio.

As an alternative this home may be satisfactorily built on flat property by moving the garage to one side and attaching it to the front right side of the house by a breezeway, the length of which is governed by your property width.

With this procedure a "low look" is given it and with the addition of a circular drive and a white rail fence, it may be built at ease side by side with other rural dwellings.

Heather House



LIKE fields sown thick with purple vetch and clover, essence of an English country estate, but within the realm of American living, is transmitted in a mellow manner by use of old English beams and timbering, companioned with panelled walls and crested copper work.

English slate is the introduction of the entrance hall to the plank floors in the living and dining rooms and to the powder room on the right. Essentially American though, is the refreshment bar in the living room. This multi-purpose room serves as the main recreation and living area.

The dining space is cleverly set aside by turned posts supporting an unclosed wooden fence. Massive and strengthened beauty is lent the fireplace by its European style hammered copper hood.

During party time, guests seem to gradually drift to the kitchen so to accommodate them with ease, the breakfast area is fashioned for open-living. Here one may relax and enjoy seeing snacks or meals being prepared over the open flame of the brick broiler.

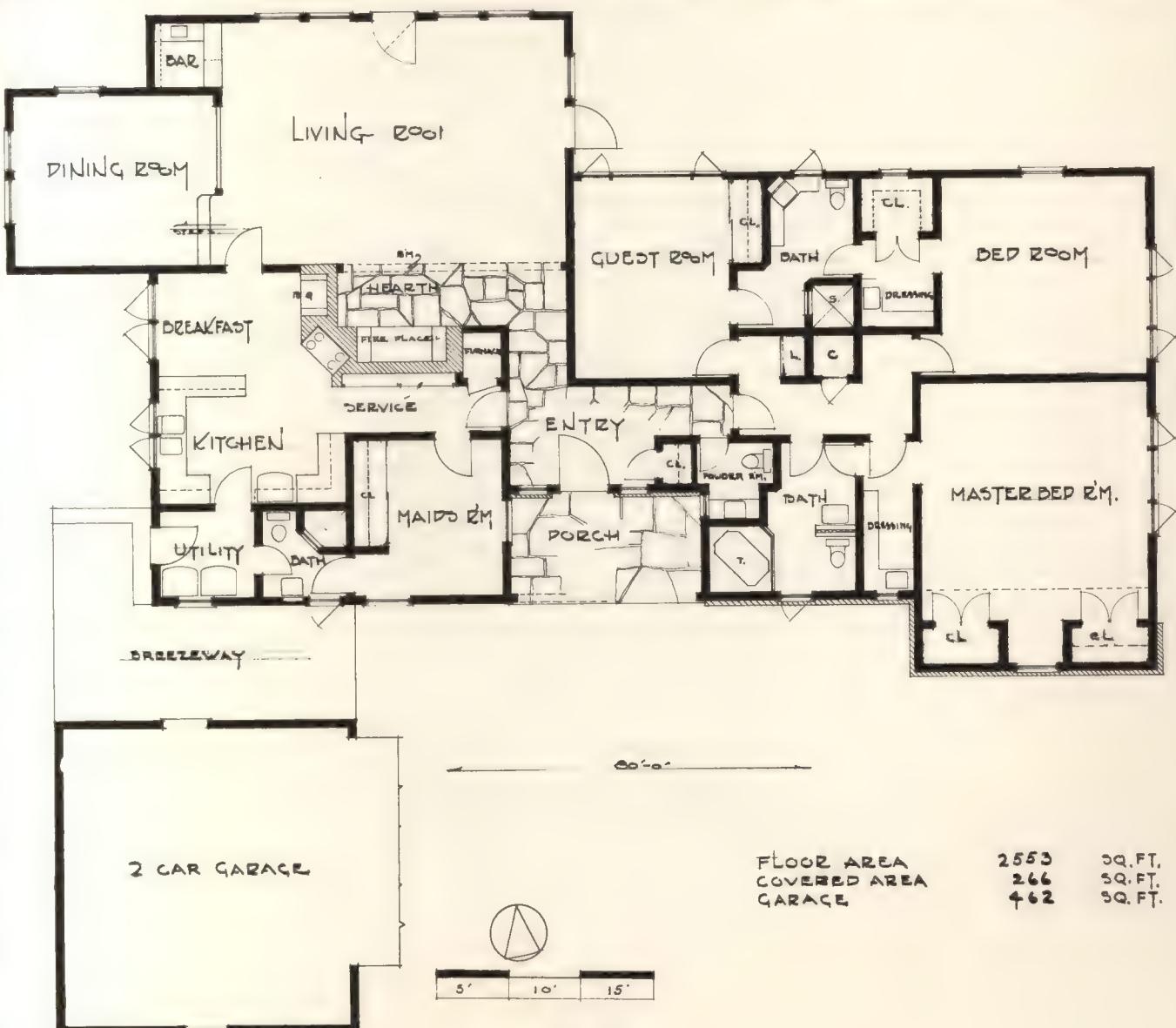
One interesting wall in the bedrooms comes about as a result of the sweeping roof lines.

Wardrobes are built-in on either side of a gabled window, making a perfect recess for the dressing table.

Facilities for abundant dressing room and closet space have been provided.

On close inspection you will observe, that by closing one door, the entire bedroom wing is quietly left to itself.

All of this sumptuous living has been allotted to a most beguiling home of medium size.



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N O C. O. D.'S P L E A S E

KEEPING YOU WARM . . .

HEATING



A HOME with a poor heating system is one of the greatest discomforts one can experience.

Forced hot air seems to be the most popular and practical at this time although radiant heat is surging forward too. However, unless expertly engineered, radiant heat will not be efficient. In selecting your furnace it is wise to obtain one that is not figured to the heat loss. For example, many firms prefer installing a larger capacity furnace rather than one which just meets the requirements.

A larger furnace will do the job more efficiently and with less strain, consequently noise and disturbance is lessened.

It is recommended that a summer switch be used with all forced air furnaces so that in the heat of summer the furnace can work to reduce the temperature of the house.

Be sure you have a bathroom heater. Many kinds of electric heaters are being used with pleasure.

All types of gas heaters should be vented.

Naturally, your furnace man is your best adviser—consult him, and together go over your heating plans.

MEET THE REQUIREMENTS

To An Owner-Builder



IT IS SAID, but I am not convinced, that the average person's intelligence is that of a searching mind; be that so then this book has broadened its scope. I dedicate this to the average man I know, who, not from want and need of shelter alone but from sheer love and devotion to his family and friends, sets out himself to build an abode worthy of the priceless treasures of laughter and sentiment they have to give.

I have set forth some very simple rules—I do not expect them to be followed precisely, but they are an aid in the necessary step by step means to that goal—your home.

BUILDING YOUR HOME



IF YOU have never gone through the process of buying a lot and building a house on it, especially if you have not had the responsibility of owning your own home before, there are many points concerning which you may need information. Careful preparation and consideration of these commonly unknown factors will pay rich dividends through the years in satisfaction, safety, and economy in the home.

You should realize that in building this new home you are buying a structure that must last a lifetime, so the decisions you make, in most cases, are long range decisions. You are going to have to decide on the purchase of many kinds of merchandise about which you know little or nothing and on which it is hard to judge quality and what is important in the way of construction features. Your Contractor or material dealer will help you with honest advice but a good principle to follow in reaching the right decisions and keeping the cost close to the budget is to economize on those parts of the structure which are non-permanent. The ones which during the normal course of events will wear out and be replaced. It is not uncommon to replace light fixtures, or to recover floors or roofs; but the foundation, structural framework, walls and roof structure, concealed plumbing and wiring and windows are regarded as permanent. It is false economy to cut corners on these.

Choosing a Location. In selecting your location and picking out your lot, you will, of course, study the character of the neighborhood and its residents. You will also examine the matters of accessibility of transportation, schools, stores, freedom from undesirable noise, smoke or odors from factories and the like. But have you thought about restrictions against business buildings, apartment houses, and similar drawbacks, in case these are elements you wish and can afford to take into consideration?

If such restrictions have been imposed by an agreement among owners at some time in the past, or by the original owner of the tract when he subdivided and sold its subdivisions, they will appear in the title company's report, which you will secure before you buy. If they exist by virtue of city zoning ordinances, they can be found by reference to the city clerk's records, or those of the city planning commission if there is one.

All of these matters are to be determined while you are choosing your lot, not to be viewed with regret after you have parted with your money.

Other building restrictions that may exist include the value of the house which you may be permitted to erect on the lot. There may be a restriction by prior deed or by city ordinance providing that the house must be set back not less than a certain distance, such as twenty feet from the sidewalk line, that it approach no nearer to the adjoining lot than so many feet, that certain fireproof or fire-resistant materials be included in constructing roofs or walls, that the foundation be at least a certain width, and that it extend a certain depth below the surface of the ground. All such restrictions will have an effect on your building and upon the cost of construction.

If your lot is hillside property a 10% to 25% increase in building cost should be allowed. Soil type and the degree of slope being the deciding factor.

Should your lot have filled ground, cost for extra foundation work must be added. In shallow fill the regular foundation is usually taken down through the fill to solid ground. In deep fill it is simpler and more economical to drill piers which bell out at the bottom. A reinforced concrete beam is constructed across the top of the piers. Your home rests on this beam. This is technical work so a Structural Engineer must be consulted for the preparation and operation of all plans regarding filled ground.

Before the building is started it is wise to engage a licensed surveyor. He will establish your property lines, locate utilities and easements, if any, and give you an exact contour map of your property and location of trees worth saving if it is wooded. His services may prove invaluable to you and his charges are nominal.

Availability of Utilities. If you are thinking of purchasing a lot in a new tract, find out whether water, electricity, and gas have become available, whether sewers have been put in, whether telephone lines have been run.

If you are going to excavate for a cellar or garage or both and the land is rocky, it may be worth while testing to find out whether you are going to have to blast out rock at considerable expense.

Engaging a Builder. Unless you are experienced and not too busy to spend your whole time in constructing your home you will no doubt want to engage a reliable licensed Contractor. Perhaps you have unbounded confidence in the honesty, efficiency, and economy of a certain building Contractor, based on the actual experience of several friends or associates, you may decide to contract with him on a cost-plus basis. Instead of agreeing to build your home for a certain amount of money, he will charge you a percentage commission based on the cost of materials and labor going into the house. In this event it is best to have a maximum guarantee on the basis of the specifications. This will protect you against serious miscalculations on the part of the Contractor or any of the many subcontractors he will delegate various parts of the construction.

In the event you obtain a fixed price bid from your Contractor, read your specifications, drawings, and contract carefully. You and the Contractor should both sign two copies of each and each retain one copy for his respective records. This entitles you to everything called for in the drawings and specifications—no more and no less.

Insurance. Before construction starts it is customary for the Owner to take out a fire insurance policy with a construction clause attached. This low premium protects you against fire during the construction period and can become a part of the loan payments.

Your Contractor, by law, carries the following insurance for job protection: Public Liability, Property Damage, and Workmen's Compensation.

Budget and Extras. In budgeting your savings and your income against the estimated cost of construction, allow ample reserve for extras. No matter how thoroughly you go into the most minute details, there always seems to be items of which we do not think until construction is under way. These extra items of course are to be avoided, give yourself time to anticipate everything before you start. The budget should include lot, survey, blue prints, construction cost (including Contractor's profit), insurance, financing, escrow fees, utilities, landscaping and general clean-up. Make sure you have ample allowance for electrical fixtures, wall paper, hardware, screens or blinds, as these items are often among the "forgotten necessities".

Title and Other Legalities. In contracting for the purchase of your lot be sure your receipt contains the terms of the transaction—purchase price, legal description and any other pertinent information. Look up the original grant deed and study it carefully for any special reservations, right of way or restrictions in order

that you are fully familiar with what you are buying. Insist that the seller give you, at his expense, a title guarantee.

Your lending institution will require that no work of any kind, not even clearing, be done on the property until you have been notified in writing that your loan has been approved and recorded. This is necessary because whomsoever does any work before the loan is secure has a lien right prior to the lending institution.

When all work is finished, the owner should file a notice of completion at the County Recorder's Office. 35 days after recording you make your final contract payment. Lien rights for sub-contractors or material dealers expire 30 days after the notice of completion is recorded.

Protecting the Building Dollar. It is agreed among authorities that a square building is the least expensive to erect. A rectangular home is cheaper to build than one of L, U, or T shape, however, beauty added by the latter sometimes justifies the cost difference.

It is perfectly natural to want more than one can afford, that is why very careful planning is necessary in regards to actual needs in space, comfort and pleasure. Listing the requirements of each member of your family is a good way to start analyzing your basic needs, namely: living, sleeping, service, and recreation areas. Your local building authorities can inform you as to how much the average current cost per square foot is in your location for the type home you contemplate building. By dividing this figure into your building budget you will know the approximate square footage you should have in your home.

Financing. When you have obtained a bid from your Contractor you are ready to apply for a loan. You may choose your bank, an insurance company, private lending agency, or a building and loan association, any of which have amortized loans, that is, a loan completely paid off in a period of 10, 15, 20 or 25 years. The size of your loan is governed by your age, your income and the appraised value of your lot and home. The F. H. A. makes insured loans usually larger and with longer terms than a lending institution would otherwise give.

Following are the regulations effective October 12, 1950, specifying maximum amounts which can be borrowed, maximum maturities, and minimum amortization requirements for extensions of credit on residential construction including the financing of major additions and improvements where the loan amount is more than \$2,500.

NEW FEDERAL CREDIT CURBS ON HOMES

Down payment requirements under the government's new home mortgage regulations, varying for the veteran and non-veteran, are as follows:

Veterans				Non-Veterans			
Value (Trans. price)	Down payment %	amount	Loan amount	Value (Trans. price)	Down payment %	amount	Loan amount
\$ 5,000	5.0	\$ 250	\$ 4,750	\$ 5,000	10.0	\$ 500	\$ 4,500
6,000	4.2	250	5,750	6,000	14.2	850	5,150
7,000	7.1	500	6,500	7,000	17.1	1,200	5,800
8,000	9.4	750	7,250	8,000	19.4	1,550	6,450
9,000	11.1	1,000	8,000	9,000	21.1	1,900	7,100
10,000	13.0	1,300	8,700	10,000	23.0	2,300	7,700
11,000	14.5	1,600	9,400	11,000	24.5	2,700	8,300
12,000	15.8	1,900	10,100	12,000	25.8	3,100	8,900
13,000	18.8	2,450	10,550	13,000	26.9	3,500	9,500
14,000	21.4	3,000	11,000	14,000	27.9	3,900	10,100
15,000	23.7	3,550	11,450	15,000	28.7	4,300	10,700
16,000	26.9	4,300	11,700	16,000	31.9	5,100	10,900
17,000	29.7	5,050	11,950	17,000	34.7	5,900	11,100
18,000	32.2	5,800	12,200	18,000	37.2	6,700	11,300
19,000	34.5	6,550	12,450	19,000	39.5	7,500	11,500
20,000	36.5	7,300	12,700	20,000	41.5	8,300	11,700
21,000	38.8	8,150	12,850	21,000	43.8	9,200	11,800
22,000	40.9	9,000	13,000	22,000	45.9	10,100	11,900
23,000	42.8	9,850	13,150	23,000	47.8	11,000	12,000
24,000	44.6	10,700	13,300	24,000	49.6	11,900	12,100
24,250	45.0	10,912.50	13,337.50	24,250	50.0	12,125	12,125
Over				Over			
24,250	45.0			24,250	50.0		

WINDOWS



IT IS literally true that your home is built around your windows, much of the beauty and convenience depend upon them.

If you have lived in a home where the windows are good you probably have not given them much thought.

On the other hand, have you ever lived in a home where the windows were especially bad; where they would stick in wet weather and warp in dry weather; where, in spite of your determination, they would refuse to open?

Then you will understand what I mean when I say that at long last I have become familiar with windows that will be a joy to live with for the life of your home. Windows that fit snug, are beautiful to look at, operate easily, are completely weather resistant, and have unequalled structural stability since they are made of Aluminum; which will not rot, rust, swell, shrink or warp.

There are many kinds and grades of Aluminum windows but I find that TIMM INDUSTRIES, INC., of 5245 W. San Fernando Road, Los Angeles, excel in precision work of the finest quality for a cost comparable, all factors considered, to any other window on the market.

Regardless of where you build I am sure you would benefit by having one of the staff members from TIMM ALUMINUM assist you in working out the window program for your new home.

ESTIMATE SHEET TO BE USED IN PRELIMINARY FIGURING

Description	Size	Sq. Ft.	Started	Comp.
DEVELOPMENT				
General Investigation	\$			
Drawings & Specifications	\$			
Engineering	\$			
PRELIMINARY				
Survey	\$			
Wrecking	\$			
Laying Out Building	\$			
LEGAL				
Plan Checking Fee	\$			
Building Permit	\$			
Water Tap	\$			
Street Deposit	\$			
Construction Water	\$			
Construction Electricity	\$			
GENERAL SUPERVISION	\$			
EXCAVATING				
Exc.....yds. @	\$			
Grading & Filling	\$			
Hauling	\$			
Labor	\$			
Drilling	\$			
CONCRETE				
Forms	\$			
Walls, etc.....cu. ft. @	\$			
Reinforcing Steel	\$			
Walks, etc.....sq. ft. @	\$			
Floors	\$			
Steps.....lin. ft. @	\$			
Curbs.....lin. ft. @	\$			
Labor	\$			
MASONRY				
Common Brick	M @	\$		
Hollow Tile	M @	\$		
Chimneys & Fireplace	\$			
Mantels	\$			
Stone Work	\$			
Face Brick	M @	\$		
LUMBER				
Rough	M @	\$		
Finish	M @	\$		
CARPENTRY				
Rough	\$			
Finish	\$			
Labor	\$			
SANITATION				
Plumbing	\$			
Sewer	\$			
Cesspool	\$			
METAL WORK				
Thresholds	\$			
Structural Steel	\$			
Sheet Metal	\$			
Ornamental Iron	\$			
Steel Sash	\$			
ROOF				
Composition	\$			
Tile	\$			
Trusses	\$			
Shakes	\$			
Shingles, Wood	\$			
SWIMMING POOL CONTRACT	\$			
LATH & PLASTERING				
Exterior	yds. @	\$		
Interior	yds. @	\$		
Staff Work	\$			
HARDWARE				
Power Tool Rentals	\$			
Rough	\$			
Finish	\$			
ELECTRICAL				
Wiring	\$			
Fixtures	\$			
Utilities	\$			
HEATING				
Electric	\$			
Gas	\$			
Miscel.	\$			
MILL WORK				
Frames	\$			
Interior Finish	\$			
Sash	\$			
Doors	\$			
Screens	\$			
Stair Work	\$			
Ironing Boards	\$			
Miscel.	\$			
CABINETS				
GARAGE DOORS				
GLAZING				
Miscel. Glass	\$			
Plate Glass	\$			
Mirrors	\$			
Shower Doors	\$			
Weather Strips	\$			
TILE				
Formica	\$			
Tile Work	\$			
Mantels	\$			
PAINTING & DECORATING				
Paint Material	\$			
Paint Labor	\$			
Wall Paper & Labor	\$			
Interior Decorator Fee %	\$			
Waterproofing	\$			
FLOORS				
Carpeting	/sq. yds. @	\$		
Hardwood	yds. @	\$		
Linoleum	yds. @	\$		
Composition	\$			
Rubber	\$			
MISCELLANEOUS				
Window Shades	\$			
Curtain Rods	\$			
Incinerator	\$			
Insulating & Deadening	\$			
Cleaning Windows, etc	\$			
Removing Debris	\$			
LANDSCAPING				
Lawn	\$			
Sprinkler System	\$			
Fence	\$			
Drainage	\$			
INSURANCE				
Compensation	\$			
Liability	\$			
Fire	\$			
Bond	\$			
OVERHEAD				
BUILDERS PERCENTAGE				
LOAN COSTS				
TOTAL COST				
PROFIT				
COMPLETE TOTAL ESTIMATE.				

THIS IS NOT A CONTRACT

PART FIVE

THE NEW SOCIETY



The Suburbanaire

UNSOPHISTICATED charm of Early America is blended with the modern city comforts to give this town house a suburban air.

Entering the front door one is enraptured by the warmth and sincere hospitality extended them through the soft-toned beams, wood paneling, quaint paper and interesting floor layout, all cheerfully enhanced by the dancing sun rays cast richly through the stained glass windows on either side of the door.

From here we may go to the powder room or the left wing; down the pine fenced stairway to the recreation room; to the living room, or five steps up to the half-story, convertible, studio-den.

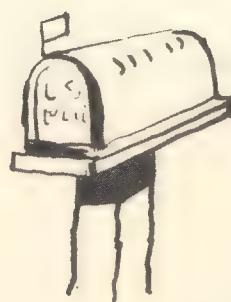
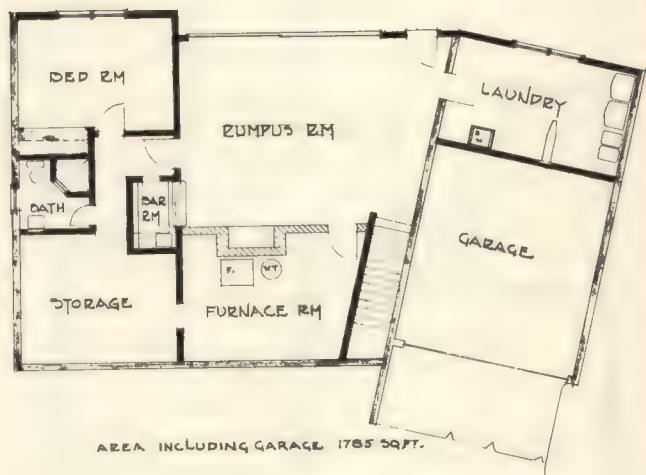
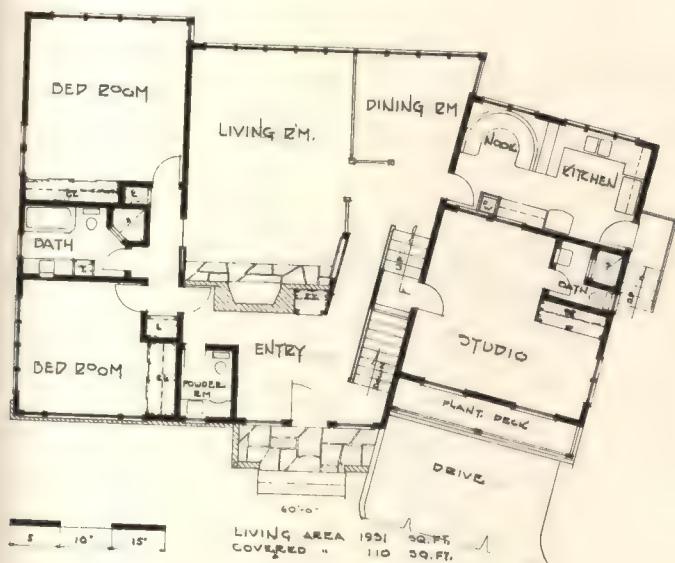
Standing in the living room we experience a feeling of happiness and well being as we mentally place our furniture in a relaxed conversational grouping before the huge brick fireplace with overhead beams lowered in cozy contrast to the sloped ceiling beams sheltering the rest of the room.

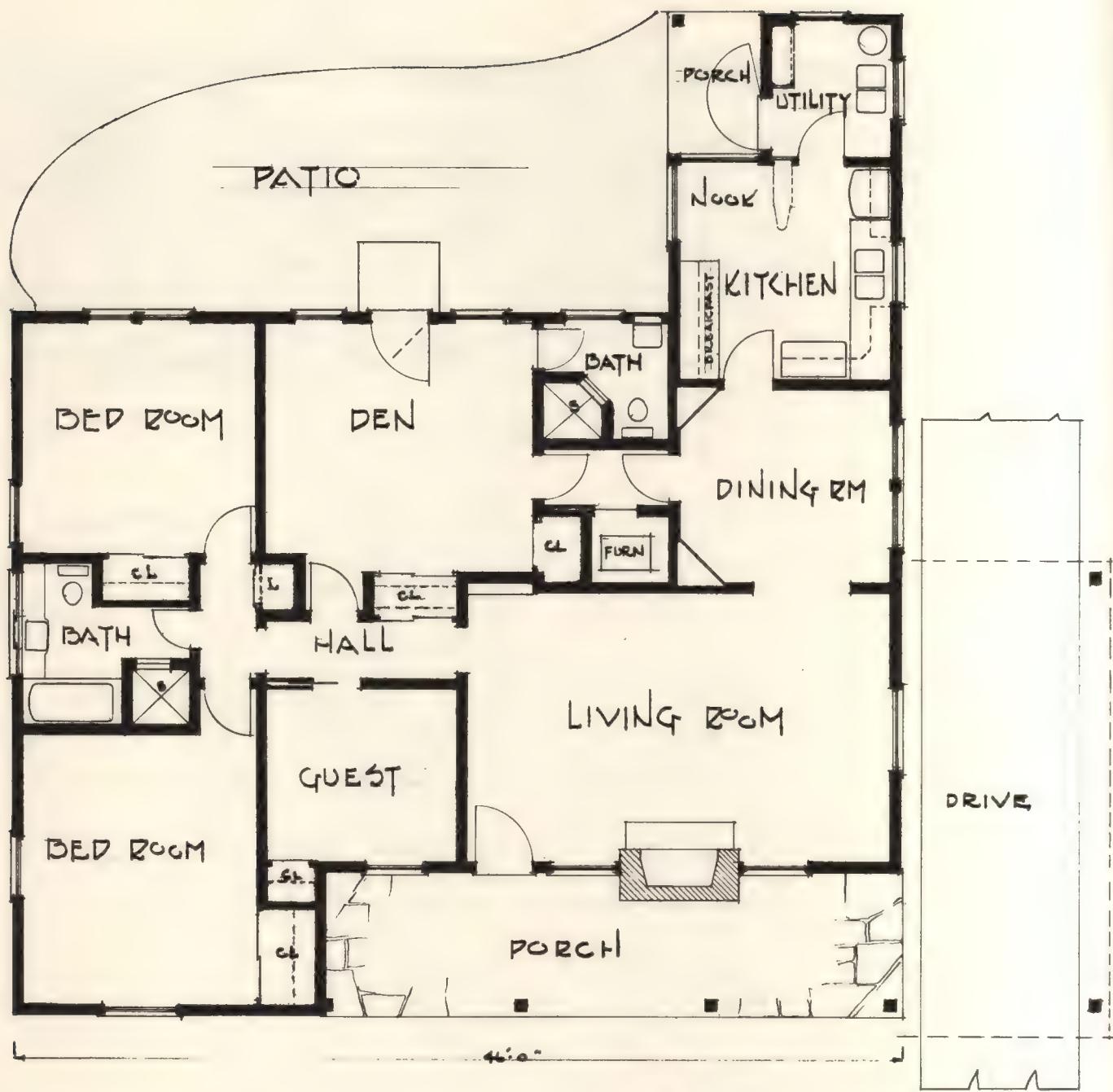
Entertaining dinner guests will be a great pleasure here as the kitchen too has charm in its wood and paper plus every convenience for lessening work.

View windows in the dining room project cheerful light that makes dining inside this uniquely fenced area even more delightful.

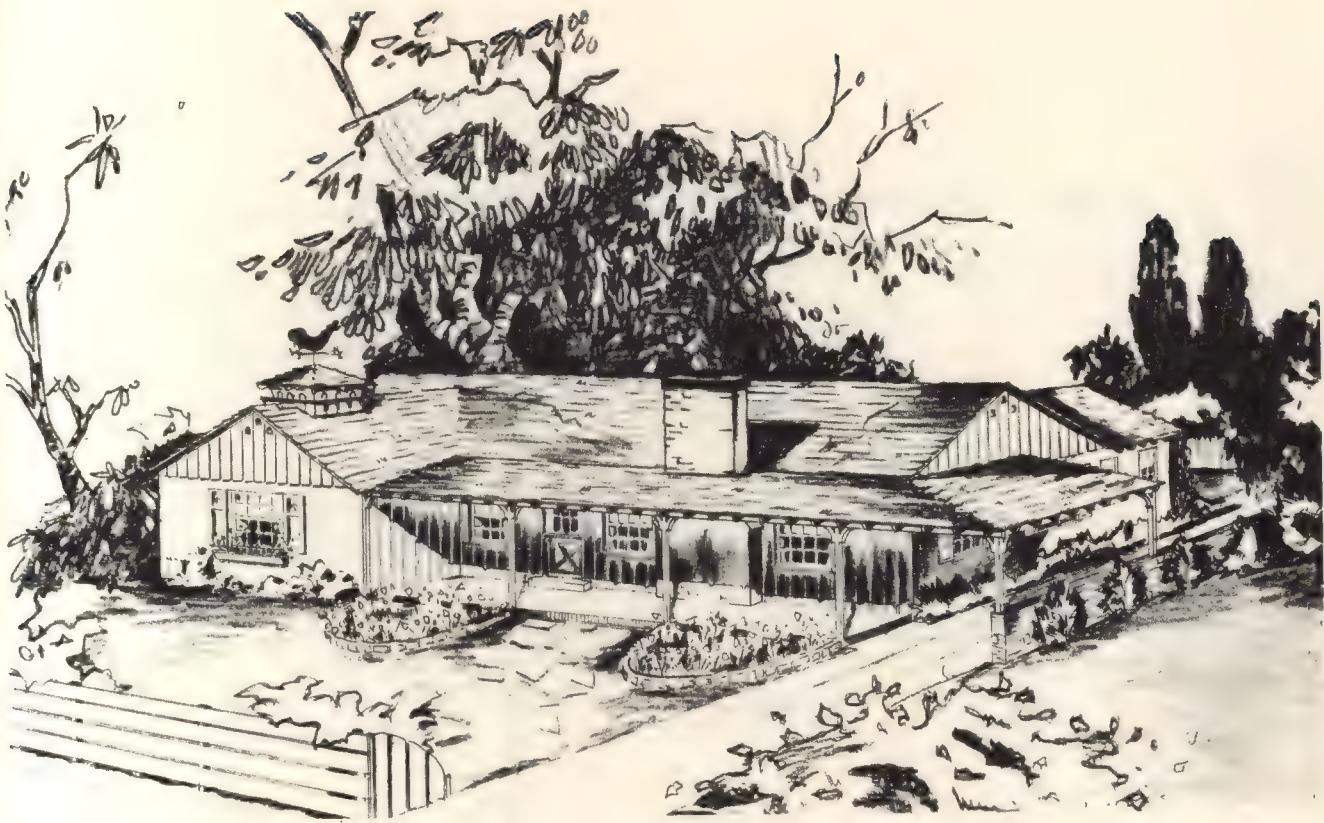
Informal gatherings and the very best in-door, out-door living is provided spaciously in the down-stair rumpus room.

The mammoth floor to ceiling sliding windows constitute a whole wall which may be opened or closed at will.





The Wickenburg



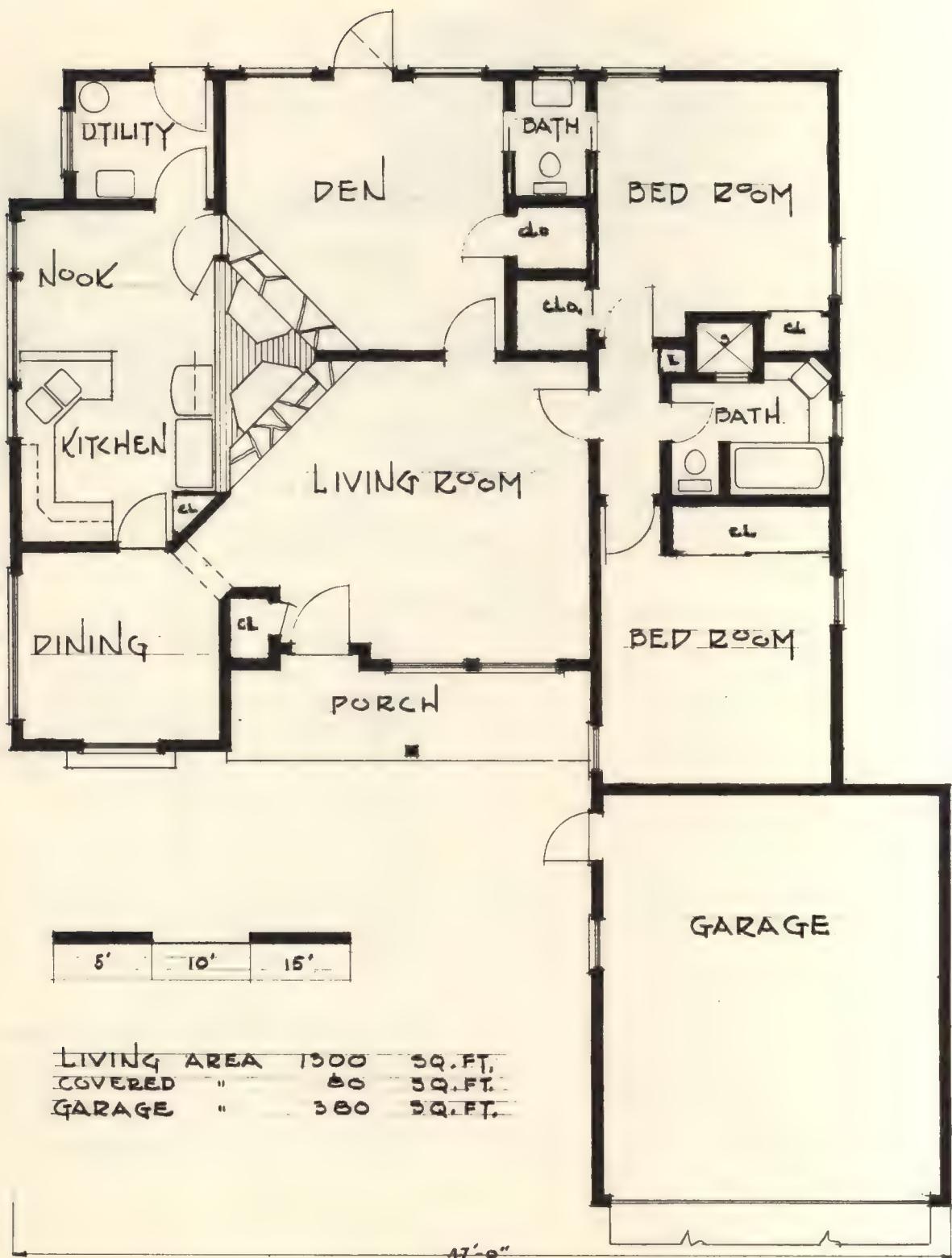
THE Arizonians say — "Out Wickenburg way", and this is representative of the ranch homes enjoyed by those out-of-door Westerners.

The large covered porch of the old West is here with a modern innovation of extending the porch roof over the driveway to create a shelter for cars.

The exterior is in Arizona field stone stucco, board and batten, and shingled roof.

Inside, the walls are plastered except for the wood paneled study; the ceiling has flat beams and the fireplace is of Arizona field stone.

Semi-modern, ranch or period may be the theme for decorating the rooms of this versatile home.





BEYOND the city limits and into the quiet valleys, the spirit of peaceful living reigns complete in an emanation of American provincial heritage.

As the picture denotes, space is used to best advantage by a center hall scheme — compact and useful.

Composing a thought for convenience and economy are the work shop in the rear of the garage and the two fireplaces set back-to-back serving the living room and den.

The den, overlooking the U-shaped patio, has a half bath and bar; both useful to patio, service area, and kitchen.

A shingled roof, boards and batten, or split shakes left natural with burned tips, and white window trim, for off-set reasons, would distinctly be the outer victory needed for union with the ultimate inner peace conveyed in the style of Valley Meadows.

*The
Valley
Meadows*

The Conservative



A HOME with well established charm and flexibility for conforming to property size and shape.

The garage is here attached for balance with the kitchen and breakfast space on the opposite end.

However, the garage may be placed to the rear of the property without detracting from the appearance.

The center hall is the answer to accepted simplicity and ease in room-to-room movement.

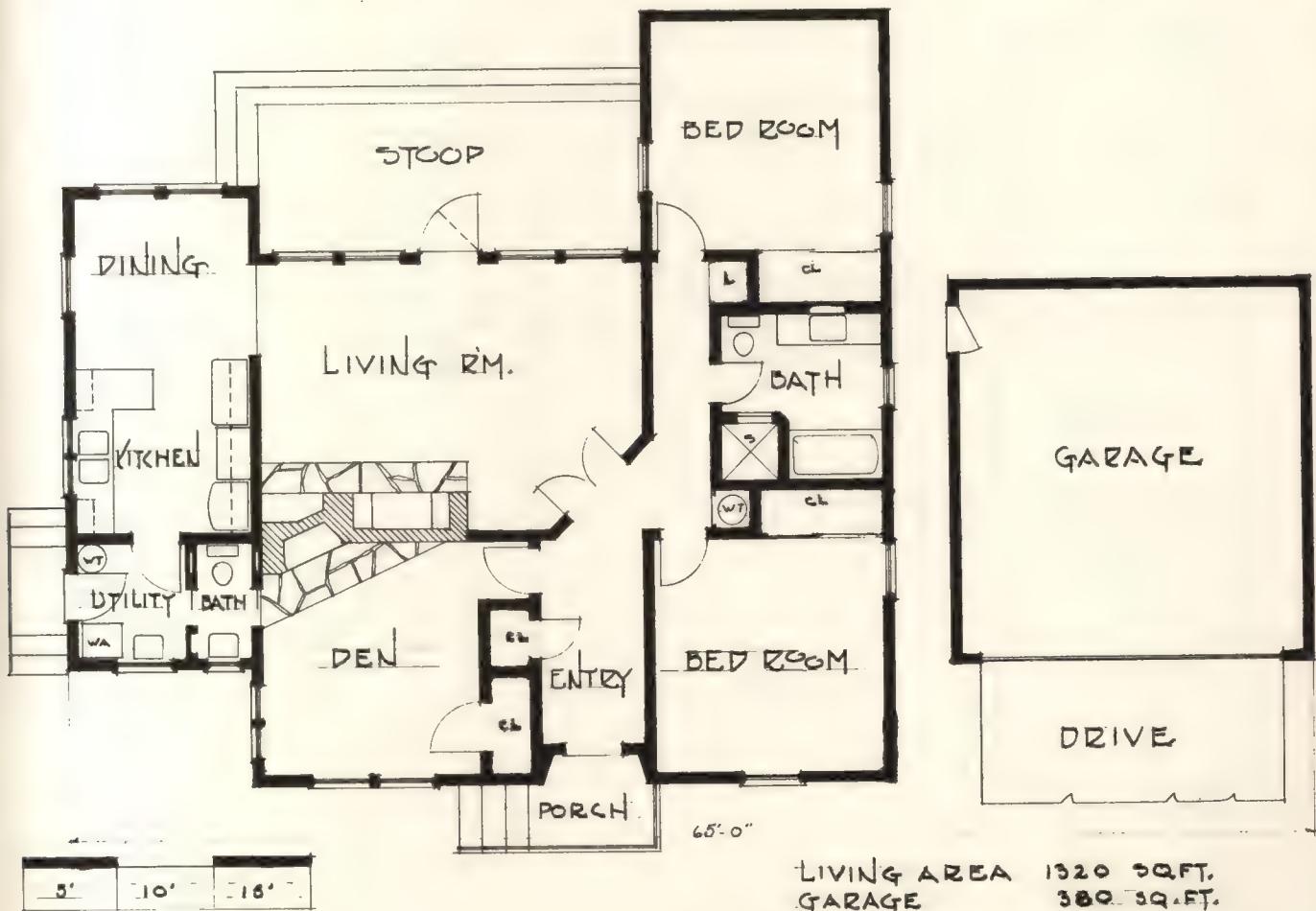
The dutch door and bank of windows across the back side of the building impart a brightness that, combined with smart patterned wall paper and white painted trim, gives this home an outstanding clean wholesomeness.

Because of the layout simplicity the Sunday builder, endowed with a few natural abilities, may quite easily complete this home with very little outside help.

All windows and frames are stock; the roof, framing, and foundation lines are plain — no angles to fret over.

For self application, dry-wall sheets could be used on the interior and lap siding or stucco for the outside.

Painted white with colonial green for the roof and shutters, this home presents a serene conservatism nationally popular yesterday, today and tomorrow.



Enchanted Hut



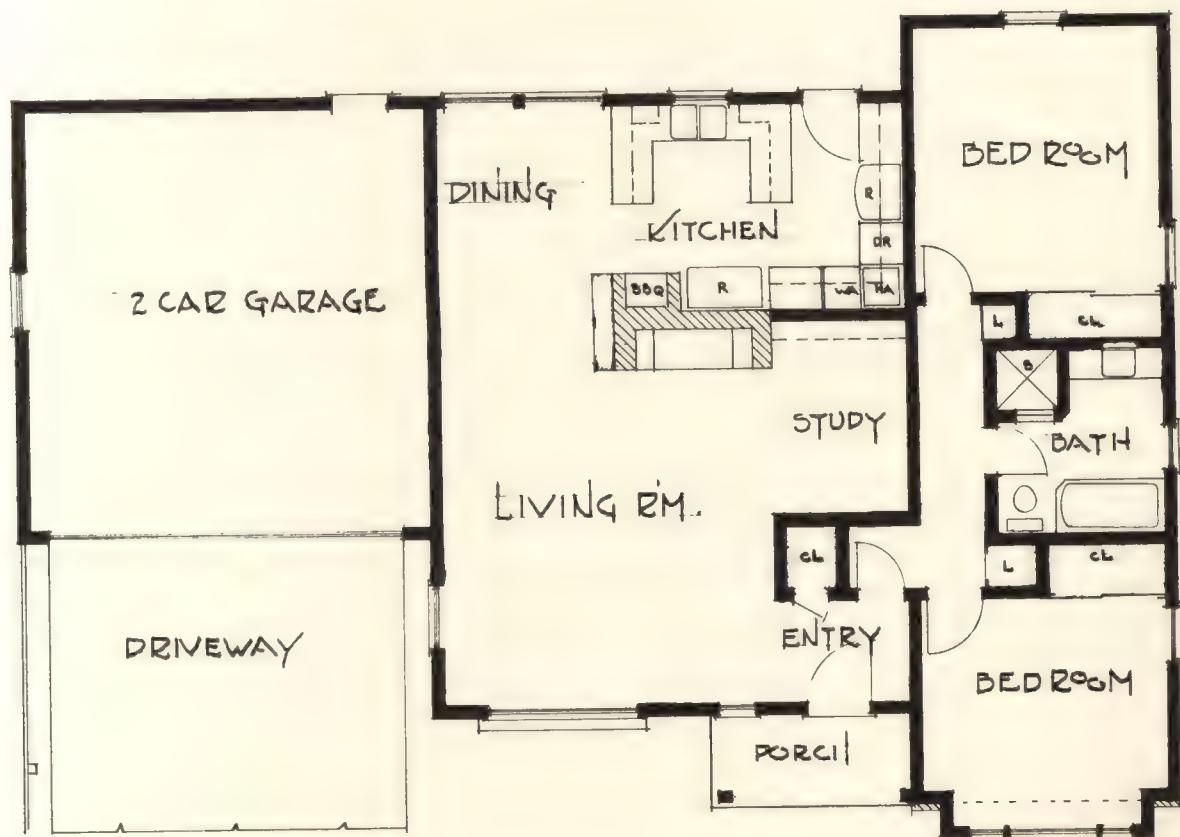
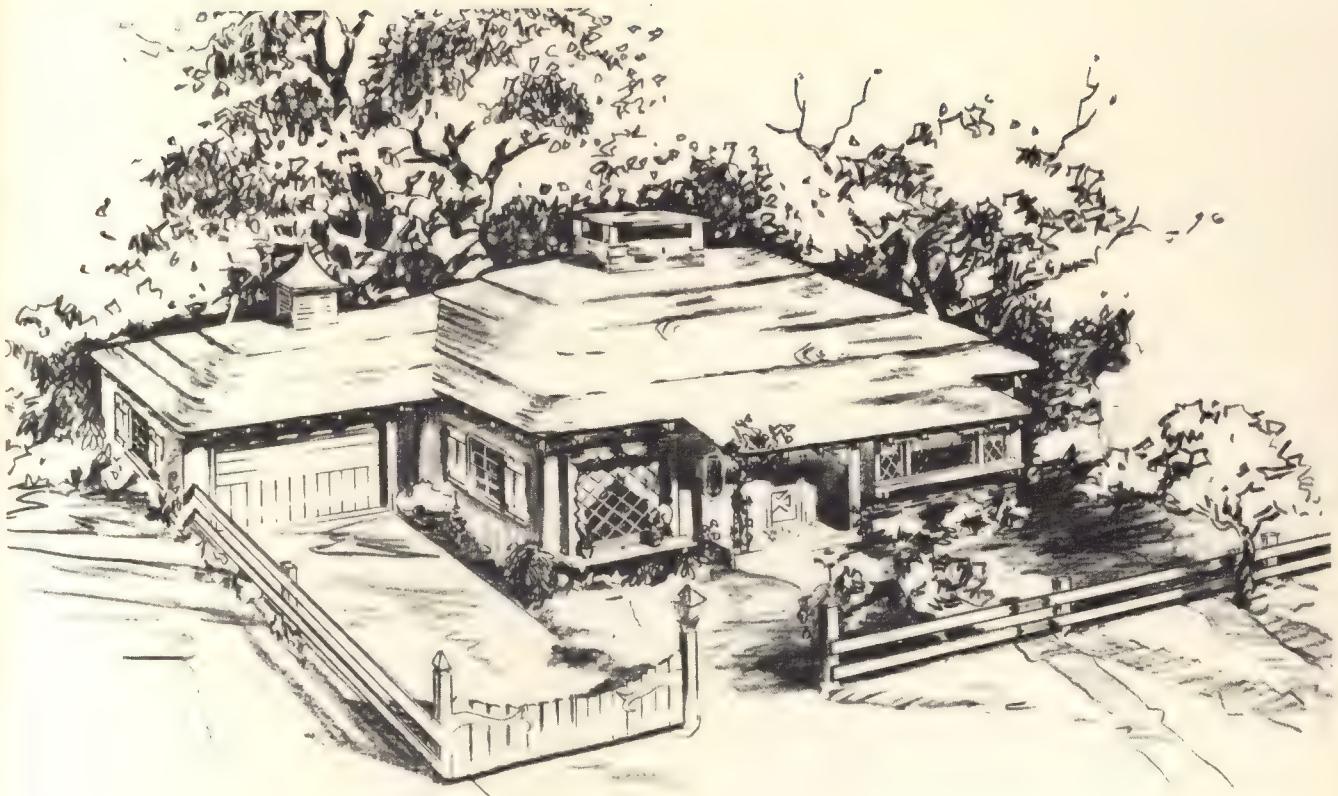
WITH its round edged, bulky, shingled roof, this small and unusually arranged cottage takes a seat out front by the side of the tree studded road.

The huge common brick fireplace, with appropriate accessories, is complimented by a large bay window of leaded glass, housing a study area.

This home has old world quiet comfort with today's conveniences.

Rustic qualities are introduced gently by conservative use of knotty pine in the kitchen, around the fireplace and in the entrance.

The modest gaiety of this quaint little home is likened to an old fashioned flower garden, and the decorating should follow the same trend.



LIVING AREA
COVERED AREA
GARAGE

1034 SQ.FT.
36 SQ.FT.
380 SQ.FT.

You HAVE just viewed examples of small homes suitable for building on flat parcels of ground.

Should any one of these have pleased you, kindly ask us for working drawings and general notes which will facilitate your getting your official permit and enable you to sign an agreement with your contractor without further consultation.

Price of each preceding home drawing

\$65.00

for five sets

Should your selection be a hillside home, send a one-foot contour map of your property, in one-eighth scale, for special foundation drawings.

Inquiries may be addressed to

**WISDOM IN HOMES
4068 Crenshaw Boulevard
Los Angeles 8, California**

N O C. O. D.'s P L E A S E

PROCEDURE FOR AN OWNER-BUILDER WITH COMPLETED DRAWINGS



Step No. 1 Take drawings to the Building Department for plan checking. While checking is in progress gather all sub-contractors' bids according to plans and specifications and take two sets of plans to the lending institution for processing.

Step No. 2 The plan checking should be completed about the same time as the lending institution has its appraisal completed. Plans should be corrected and the building permit acquired. The accumulated bids should be computed to get the cost of construction in order to give an approximate differential between the loan and the construction cost. This difference is to be applied to the loan and left with the lending institution for disbursement of funds during the construction.

Step No. 3 When the building permit is obtained a little card is issued which should be nailed upon a fixed object at the location of the job. A set of plans with the approval stamps of the building inspector on the back side is to be kept in your possession for the building inspector each time he checks the job for the progress of construction. It is clearly marked on the card when he is to be called for inspection. If the inspection is disapproved the builder is to recall the sub-contractor to which the disapproval is attached and he must correct his work. The inspector then is to be recalled to approve the project. Example: Rough plumbing: If, when the rough plumbing is complete, the inspector finds that it will not hold a pressure, he will not sign the card but will leave

in its place another card requesting the corrections. This card is to be given to the sub-contractor who makes corrections accordingly. Then the inspector is recalled for approval of the corrected work.

Step No. 4 The excavator is the first contractor to be called. In the event that he is also the sub-contractor for the concrete he will request lumber on the job with which to build forms, so at the time the excavator is called, call the lumber company and request that they send enough material from their bid to build the forms. Some responsible person should be on the job to receive the material as it is delivered. He should not sign or authorize the signature of any delivery slip until the material delivered checks with the slip. It is the responsibility of the builder to specify where he wishes the lumber to be placed on the job. It should be done in view of the forthcoming construction so that it will not be in the way but will be handy and not infringe upon any neighbor's property or create a community hazard.

Step No. 5 Close to the completion of this work, the next sub-contractor, which is the plumber, should be called and given a reasonable time to come to the job and start his rough plumbing. Explain to the plumbing contractor that you are waiting for inspection on previous work so he does not interfere with the work done beforehand.

Step No. 6 Now the concrete foundation should be in and inspected and okayed. The

framing contractor is next and it is time to call the lumber company to deliver all the rough lumber to the job. Be sure there are nails provided for the framing contractor. During the framing make as few changes as possible, this will avoid any unnecessary added expense, but never allow the framers an opportunity to be idle or any opportunity to claim that they did not know how you wanted something. Talk to them every day either by telephone or personally. This can be done in the evenings. Framing of the entire house is now under way, it is beginning to take shape. The frames and door jams should be ordered and ready to set in place. They should not be delayed but should be ordered about a week in advance so the framing carpenters can set in the frames and jams. Remember to prime both sides of the sash before setting them in place. The framing carpenter will tell you when it is time for the furnace and electric wire. Be sure the furnace men cut the openings for ducts and that they start roughing in their work before the electrician starts.

Step No. 7 During this time the roofer and the brick man can start their work since the flashing of the chimneys should be worked in conjunction with the roofer, and the plumber should have the vent shields set in place on the roof so the roofer can flash to them. This is probably the most difficult time of your construction because in order to speed up work there will be several sub-contractors working simultaneously. Good sub-contractors are in the habit of working with each other and have developed a code of ethics among themselves to keep each other informed so there won't be friction or interference of work. The builder should watch the inspection chart to see when it will be necessary to call for the next inspection which will be when the framing is completed and the electric wiring is roughed in. At this point the plumbing is roughed in and okayed by the inspector. The roof should not

take more than a week on any home nor should the brick man take more than a week. During this time the carpenters are putting on outside finish carpentry work such as siding, gable trim, vents in the gables and any ornamental woodwork. This keeps the framers outside of the building while the sub-contractors in other trades are working inside.

Step No. 8 The house is now ready to be lathed, plastered and stuccoed. Do not call the plastering contractor to the job before all other sub-contractors are finished with the rough work because this is a trade that moves as a unit and cannot be interfered with. Before the plasterers start their work be sure that all exposed woodwork has been treated with either the paint under coat or the natural wood treated with varnish or oil. This prevents discoloration if touched by wet plaster. The plasterers wrap the outside for stucco and lath the interior and will call for inspection of this work. They are to provide their own scaffolding and their own forms. Be sure there is water available for mixing mortar. The plastering starts after the inspector has okayed the lathing. Caution the workers not to smear lime plaster on the finish lumber work. During the plastering process there are generally three coats of stucco applied: the scratch coat, brown coat and the finish coat. The building should stand not less than fourteen days after the scratch coat has been applied to assure thorough curing. The same holds true for the time between the brown and the finish coat on the interior.

Step No. 9 During this standing time the cabinets can be manufactured in the cabinet shop. Nothing should be applied to wet plaster as it warps the finished carpentry work that has to be fitted closely to the plaster. The cabinet man will come to the job and measure his work to a close tolerance and then manufacture them in his shop and put them in place when the plaster is dry. This is a standing period

because it is not advisable to do any finished carpentry while the plaster is still wet. The garage door firm should now be called to fit the garage doors, and the hardware company to deliver all the finish hardware. Also have all the trim work delivered to the job so it may be primed both sides ready for use. Priming the back sides of all finish carpentry work sets up a shield against moisture absorption. The floor laying contractor should be notified at this stage of the job that you are ready for him in the near future. The electrician can complete all his work at this time with the exception of hanging of fixtures. During the drying period the concrete contractor should be recalled to put in all of his flat work such as driveway, garage floor, breezeway floor, patios, et cetera. To protect this after his work is complete a layer of sawdust or sand should be spread over the finished work. Decorating also may be planned at this time and the selection of wall paper and colors may get under way by means of conferences with the painting contractor. The selection of the plumbing fixtures too is to be done now along with any other feature of the house that is related to decorating.

Step No. 10 The plaster is now dry and you are ready to polish down and dress up your home. If you are not thoroughly acquainted with color schemes it is advisable to seek the aid of someone well informed in this business. It will save strife and expense in the long run. The finish carpenters are now setting your cabinets, putting up the door trim, hanging all windows and doors. The insulation may be installed in the attic at this time. The furnace company should set the registers and the furnace. The plumber what other fixtures he has left, such as sinks and lavatories. During the finish carpentry work the tile setters can do

their work. After windows have been put in and the tile and heating men are working on the inside the painting can be started on the outside. It is recommended that no finish decorating be started until all other sub-contractors are finished on the interior because regardless of how careful they are, wall and woodwork are likely to be marred. When the outside decorating is nearly completed you are ready to invade the interior. Be sure that plumbing has been set on the tile work and everything is well in place. Check the house thoroughly for any damaged carpentry before starting the painting. This avoids any repair work during the decorating. At this time the floor layers can install the hard wood floors. Leave the linoleum, asphalt tile, or rubber tile to the very last, that is after painting and decorating is complete. Sanding the floors should not be done until all the decorating is finished and thoroughly dry.

Step No. 11 Now that the decorating is finished you may call the electrician to hang the fixtures that you have selected during the standing time. Now is the appropriate time to call the shower door man to fit doors and what other ornamental work there is to be done, such as glass shelving, copper planting areas, copper hoods, fire screens, blinds and draperies. The carpenter foreman may come back now to replace the locks removed prior to the decorating, it is time too for the floor man to sand and polish the floors and for the linoleum company to do their work. The lending institution should be informed of the stages of construction during at least four periods, first: when the sub-floor is on; second: when the rough framing is finished; third: when the plastering is finished; fifth: when the house is ready for final inspection.

THE NERVES OF YOUR HOME

WIRING



LIKE the nerve system of your body the wiring of your home reaches out to every corner in every room ready to serve an immediate need.

Electricity with its speedy comfort and cleanliness, is becoming more popular for operating furnaces, ranges, water tanks, ironers, washers and many other utilities for lessening the burden of the home maker.

Wiring in locations that would require the use of power tools for hobbies or extra work is an appreciated convenience.

Three-way switches give you light ahead and behind.

Overloading a circuit leads to misfortune and discomfort and it is better to over-wire than under-wire since there is no real economy in inadequacy.

Be sure your wiring is a certified job endorsed by the National Adequate Wiring Bureau to insure maximum safety and operation.

Ask your electrician, he will gladly explain your wiring needs.

WHAT GOOD HOMES ARE MADE OF



MASONRY: A pace setter in style for every type home. In this era farm and ranch homes are at their best with new or used common brick with struck joints, for fireplaces, wainscoting and walls.

The smart, smooth modern look is attained by use of rounded roman brick with either vertical joints or no mortar on end joints. Color of your own choice.

LUMBER: Lumber at its best is usually kiln dried. Grades are universal but No. 1 lumber is not required in every phase of good construction. Where strength is necessary No. 1 is preferred, for sub-floor and sheathing No. 2 lumber is less expensive and serves as well. No economy is gained in buying a cheap grade of green lumber for the price difference is absorbed in waste.

CARPENTRY: Rough carpentry consists of the framing, sheathing, applying siding, setting of frames and door jambs, and any ornamentation built of wood on the exterior.

Finish carpentry consists of the fitting of all windows, hanging doors, casing all openings, application of wood panelling, moldings, base shoes and boards, and any wood ornamentation inside such as cornices, shadow walls or planters.

CABINETS: Classed more or less as fixed furniture, cabinets include wardrobes and shelving, book shelves, refreshment bars, utility closets and cabinets, dressing ta-

bles, bath room pullmans and kitchen cabinets. They may be job-built by cabinet building carpenters or may be purchased and installed as a custom job from a cabinet shop.

Farm homes are given character with the use of knotty pine or natural finished fruit woods. Doors and drawer fronts are generally cleated and grooved and hung with wrought iron hinges.

For the modern home—flush doors and drawers of birch plywood or mahogany, stained or bleached, and hung with the invisible pinion type hinge.

Many home-makers prefer metal cabinets. There are many fine types from which to choose.

WALL PANELLING: In a beautifully illustrated booklet called Weldwood Plywood by United States Plywood Corporation, New York, N. Y., many different kinds and methods of handling plywood for both exterior and interior are shown. It has invaluable ideas presented to you much better than this text can. It is yours for the asking.

METAL WORK: Aside from window sash, mentioned elsewhere in this book, very little metal work is shown. However, weather tight bronze thresholds are recommended as the very best. If you wish ornamental iron, the Bellkool Company of Appleton, Wisconsin, are experts in this field. Galvanized iron is the most commonly called for sheet metal for flashings, valley, gutter and down spouts, however

stainless steel is now being used extensively at about the same cost.

ROOFS: The common shingle has had to step a little to the side as roofing material. By popular demand hand-split shakes are enhancing the beauty of ranch and farm homes today. They make a good durable roof if the work is properly done. Shakes are 25" in length and are laid to the weather according to their thickness. The $\frac{3}{8}$ " shake is laid upward of ten inches to the weather; the $\frac{1}{2}$ " and the $\frac{3}{4}$ "- $1\frac{1}{4}$ " shake is sawed on one side to give a taper and are laid eight to ten inches to the weather. All shakes are laid over spaced roof sheathing with building paper between each layer of shakes.

The built-up roof is used widely for low pitched modern style. The process is usually one layer of 15# roofing paper, two layers of 50# roofing paper mopped on and covered with 300# per square, of crushed ceramic, white marble or white granite.

The Tropi-cool roof is a built-up roof with a white coral substance troweled or brushed on. Both of these roofs have high insulation values.

Roof tiles in different shapes are very good with Spanish and Mediterranean styles; English slate with period exteriors and aluminum and copper for durability and texture.

LATH AND PLASTER: The most commonly used interior lathing is $\frac{3}{8}$ " perforated gypsum. For good plaster results all lath joints should be stripped with metal lath, all corners metal beaded and the entire ceiling lath covered with 18 gauge mesh. The plaster consists of three coats, scratch coat, brown coat and finish coat. A putty coat finish is preferable, that is steel

troweled to a glassy finish, as the best base for papering and painting.

For the exterior lathing sisal-craft or 15# building paper is used, with 18 gauge, galvanized after weaving, one inch mesh, stucco wire nailed securely with furring nails spaced 8" on center both ways.

The exterior plaster consists of three coats also, scratch, brown and finish. The style of your home determines the texture of the finish coat.

For the Sunday builder dry wall construction is offered as an easy solution to attaining the same interior results that a plastered job offers. Dry wall sheets are fire-proof and have a smooth surface for painting and papering, it also comes pre-finished with a tough surface material simulating wood grain. Instructions for application comes with your delivery. It is highly recommended and used in many of the finest homes.

GLASS: Beauty and purpose is the double role played by glass in your home. Corrugated and Structuralite glass serve both, and is particularly effective in modern with its matt glazed surface in color or plain. Glass blocks are used for curtain walls and beautifully replace windows where ventilation is not the question. Structuralite and glass blocks are excellent for stall shower walls. Carrara, an opaque colored glass, is strikingly used on kitchen and bath room walls.

It is suggested that plate glass be used for large picture windows and ceiling to floor glass areas. Crystal glass, of lesser quality, may be used satisfactorily in less conspicuous places, where light and not the view is the object.

Textured glass is used with very beautiful results in shadow walls and other small areas.

Bottle bottom glass with its rich colors, if used sparingly in period homes, contributes an elegant bit to the decor.

TILE: Contrary to the old trend of thought, decorative tile manufactured in the United States is as good or better as any European tile. Our ceramic tiles have a wide range of colors to choose from. A comparative newcomer is the border tile featuring a floral or leaf design which reduces the plainness of the usual kitchen tile.

Quarry tile is a hard pressed and baked clay tile which is becoming increasingly popular as porch, patio, recreational and kitchen floors; as work tablespops and back splash tiling in the kitchen.

A cement tile referred to as Valencia tile, is very ornate and used to good advantage in Mediterranean and Spanish type homes.

In very great demand is Formica, an indestructible, easy to clean, plastic product successfully being used as table tops, bars, and counters. It is more expensive than tile but has many more desirable qualities. Available in all of the various colors it also is simulated in linen and wood textures.

FLOORS: Exceptionally durable, practical and beautiful is Woodstone, a magnesite substance mixed with chemicals to a paste consistency then troweled into place over reenforcing mesh applied to wood construction. It is excellent for stairs, entrance halls and floors with its likeness to either tile or marble. It is meant for indoor use but in climates such as Southern California has, it is widely used for outdoor stairs.

Oak floors come in dimensions of $\frac{3}{8}$ ".

$\frac{1}{2}$ ", $\frac{3}{4}$ " and $1\frac{3}{16}$ " thickness, by, 1", $1\frac{1}{2}$ ", and $2\frac{1}{2}$ " width; tongue and grooved sides and end matched. Various grades may be had, the most common of which is No. 1 select. Oak may also be obtained in color grades and quarter cut. Planking comes in the same widths or random widths. The use of dowels and butterfly joints enhance the beauty of oak plank floors. Other types of wood being used are parqueted oak, pecan and walnut.

If you wish wall to wall carpeting it may be laid over plywood nailed securely to the sub-floor.

Linoleum, rubber tile and asphalt tile are also applied over plywood nailed to the sub-floor.

Wherever tile or stone flooring is to be laid the sub-floor is set down two inches below the floor level to accommodate the concrete required for the tile or stone.

Concrete slab construction is rapidly coming to the fore. Properly constructed, its advantages are many. A good concrete slab does not absorb moisture *if properly membraned*.

Concrete footings are built under all exterior and interior walls and partitions; they are left 4" lower than the normal footing. A ten inch bolt, threaded five inches, is placed in each footing 1' from all corners and spaced not more than 5 feet. Crushed rock, 6" deep, is added, bringing it to the level of the top of the footing. A double thickness of 50# roofing paper is now hot-mopped over the gravel, extending out over the footings and around all pipes and conduit tubing. Next a 6" x 6", No. 10, welded mesh is placed over the entire floor area also extending out over the footings. Now a nut

is set on each bolt 2" above the top of the footing. A 2"x6" wohmanized mud sill is set down on the top side of all nuts and securely fastened with another nut and washer. This procedure floats the mud sill 4" from the top side of sill to top of footing. A 1"x6" is nailed, flat edge, against the outside footing. This closes the space under the mud sill so the concrete will not run out. Now the concrete is placed and tamped well under the mud sills, the top edge of which is used as a screed. The concrete should be a 1:2½:3½ ratio—a fairly dry mix. It should be kept wet until thoroughly cured, about ten days, then allowed to dry. All of the moisture must come up out of the concrete and usually by the time the building is completed this will have taken place, depending on the weather of course.

A note of economy is here injected since this slab may be used as the floor. It may be finished by acid etching and heavily waxed, in color or clear.

Asphalt tile, linoleum, parqueted wood or carpeting may be placed on this floor with complete satisfaction. The set-in, wohmanized sills serve as a nailing board for the carpets.

One style advantage is that the house is

brought closer to the ground, a factor strived for in low rambling structures.

INSULATION: Many different types and methods of good insulation are available. Some are the bats of rock wool, spun glass and reflector type (expandable sections of aluminum foil) for use between the studs and joists. Zonolite or rock wool, loose bulk type, may be blown in by machine. Gypsum lath, with one side covered in aluminum foil and building paper foiled on one or both sides, are good attic insulation. One of the best insulations for cathedral type ceilings is celotex or firtex board placed over the planking on the beams.

PAINTING: To touch briefly on this subject we shall make a well known statement worth repeating—it does not pay to use a cheap paint. All good paints fundamentally are based with titanium and lead. Lacquers and synthetic enamels are of good quality and serve very well if used as their manufacturers instruct. All nationally known brands of paint meet the requirements for a good paint job. Some paint establishments will now mix colors to match individual decorative needs.



GARBAGE DISPOSER



UNLESS you have experienced the convenience of a garbage disposer you do not realize the time saving device that it is nor the sanitation it provides.

The first garbage disposers manufactured had many no's associated with their operation. Eagerness in putting the machine on the market, by some of the manufacturers, resulted in a half ready machine that should have been engineered more thoroughly in order to handle completely the chore for which it was intended.

The no's were: no bones, no leafy foods, no corn husks or cobs, no chunks of hard raw vegetables—any of these wastes would choke up the mechanism and render it helpless.

Some, regarded as fully automatic, required too frequent repair.

Of the many garbage disposers on the market, regardless of price, there is one that can dispose of all the garbage you have and a wet chamois skin as well.

That particular one is the new powerful, quiet operating, WASTE KING. Nationally known, this superior appliance is worthy of the royal name it bears—WASTE KING.

EXPRESSIONS ON DECORATING



DECORATING is no whimsy, on the contrary it is a definite art transposing emotions from the heart to the home, as surely as the artist paints a portrait with brush and palette.

The feeling for decorating comes from an inner sense of proportion and proper balance and correct associations of materials with color as the keynote.

With this background then the only academic knowledge needed is the historical relationships to the project at hand.

Now, equipped with this knowledge you are an interior decorator but you have only one subject to conquer and that is your own home, so your requirements are narrowed to a lesser degree than a professional decorator who has the entire scope of the field of culture, history and art to master.

Properly finishing and "clothing" your floors is your first step in the stairway of decoration.

If it be a farm home from the era of our forefathers, then your selection of braided or hand loomed type rugs would be in order.

The riotous colors in these coverings are excellent in relation to oak plank in natural or dark finishes.

Wall papers in a wide choice of early American patterns are now abundant—some dealers specializing in them.

Careful regard should be made for the size area it is to cover, keeping in mind the height of the wall panelling.

All colors should be in harmony with the floor covering but not imitations.

The finish of the beams and panelling should be in subtle tones, taking care not to depress but remembering too, that there will be other items more noticeably featured in the room.

Pictures, properly framed, should stand apart from the wall covering—not become a part of it.

In the casualness of farm homes, furnishings should not confuse charm with clutter; be wise and not over exuberant in choosing your furniture, making selections piece by piece so that each serves its function properly and finally.

Floral chintz, plaids, printed percales, muslins—all texture fabrics are a delightful compliment to this style.

Precision balance is to be avoided in any style unless austere formality is the theme. Remarkable effects have been gained with the least expense in decorating farm homes.

Old and battered, no-style, furniture has been rebuilt, painted and dressed up with a little work, paint and imagination.

For example an old side board with drawers down the center, a door on either side, a useless mirror on top and all supported by huge gnarled legs, was unbelievably transformed into a piece of beauty.

Having served its useful purpose in its present state, the legs were sawed off to one inch length, the side doors and mirror removed entirely, and the whole thing rubbed down and painted white.

The insides of the two openings were completed with antique red paint.

With an ordinary art brush and the use of the five primary colors, a Peter Hunt style of decorative art work was applied.

This art is composed of single brush strokes formed into quaint little figures, hearts, leaves, flowers, fruit, et cetera, then dried and antique glazed.

This cabinet received countless compliments and became a favorite piece at a cost of less than two dollars.

Hundreds of old pieces may be transformed in this manner, suggestions and instructions are given in Transformagic, a booklet issued by the DuPont company for a nominal twenty-five cents.

Provincial may be tastefully signified from without, by not deliberately copying genuine farm houses, but by using the imagination to deliver literally, a modified general memory picture of old time farm homes.

Barn red to the accompaniment of white trim and brown eaves, or, antiqued natural wood with ivory trim, or, other color combinations that show good contrast between house and trim—a subtle secret for that distinguished look.

Modern is a new society developing its own culture by the fine contributions of American designers and artists who will one day be recognized historically as masters of their own mediums.

Quiet luxury in modern homes is partially achieved in decorating by the use of wall to wall carpeting, accomplishing, at the same time, refinement in vast richness and function.

Since a great deal of modern living is arranged for by units rather than walled areas, color plays a highly important role.

Color psychology is part of the living, not the decoration alone, nor are walls intended to be of significance, rather they serve as back-drops for a setting of the function at hand; such as a combination living, dining room, and study where a planting area, a sheet of glass, or a cabinet, would be the divider of each separate unit.

The indoor-outdoor feeling is distinguished by floor to ceiling plate glass panels, requiring that the inside be decorated reflectively.

Modern mode requests smooth, flowing lines in decor complying with the ease in performance intended by the units for living.

The artful aspects of these homes are introduced by mere suggestion, the use of large floral or leafy patterns on usually one wall is approved.

Simplicity is a virtue of modern partially accomplished by subdued or natural treatment of wood grains rather than ornamentation of them.

Aptly illustrated is oak grain leaded white over a dark finish of bleached mahogany. Unattractively textured, but effective, woods are lacquered.

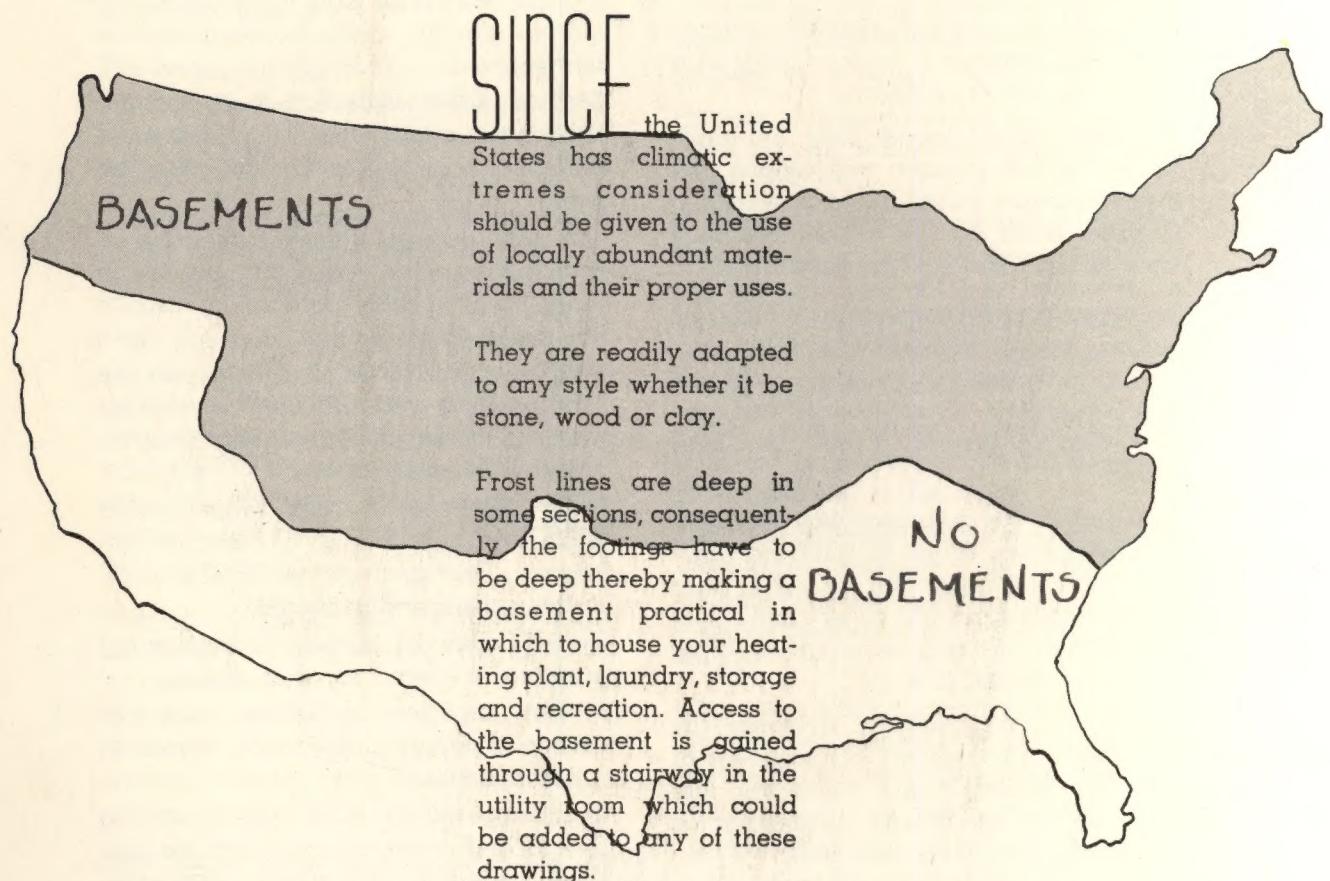
Varied types of modern manufactured furniture is offered for your choice.

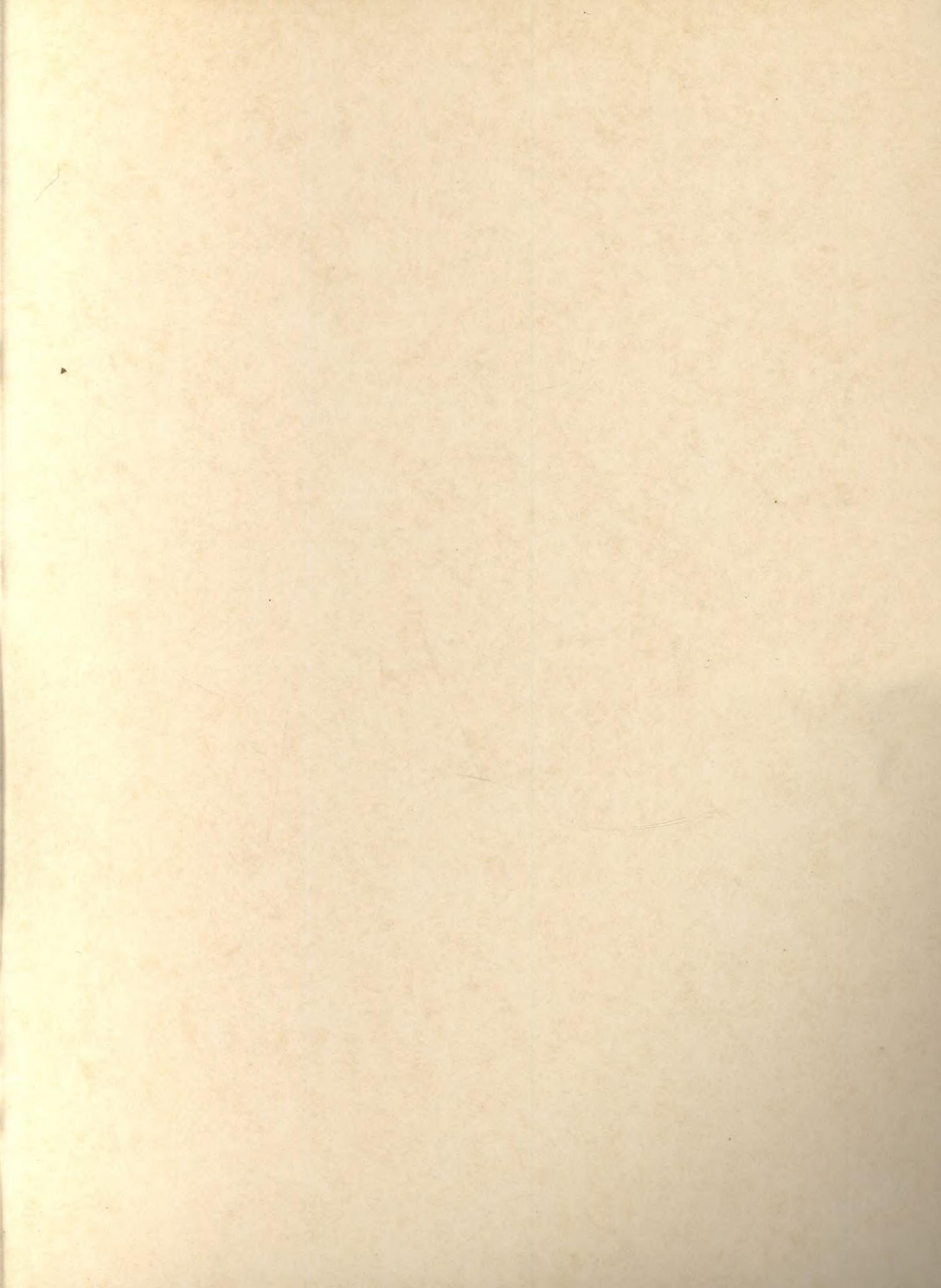
Modern originated in Sweden, was carried to Germany and France, thence to the United States.

Each step added more individuality to design, and greater function until we now have wire-thin framework supporting form fitting plastic and plywood seats; steel stretcher-type brackets sustaining hammocks of canvas; and the squat, billowy, deep-piled overstuffed seats shown in a variety of solid colors.

Great research is being conducted to further the progress of modern projections for your comfort and happiness.

REGIONAL LIVING





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